

# How to Win Friends and Influence People in the Digital Age ~ Dale Carnegie Associates

## Why Carnegie's Advice Still Matters

Although our media of connection are now digital, people are still people. They still have the same likes, dislikes and wants.

The Golden Rule still applies: Treat others the way we like to be treated, and never do what we dislike done to us.

Most people's use of Social Media is one-sided – it's all about them. This gives us an advantage in building Rapport because:

1. Our interest is in THEM;
2. It's easy to learn a lot about others prior to speaking with them;
3. We curry favor by Comments, Likes, Pins and +1's.

## Part 1 – Essentials of Engagement

### 1 Bury Your Boomerangs

Digital communication has made it easier to reach more people in faster and cheaper ways, but a

loser is still a loser. Technology has made it possible to blow one's reputation faster and easier than ever.

Today, much of human relations is a battlefield. This culture of criticism and complaint is the unfortunate reality.

Yet the influential person understands that such indiscretions quicken the path to relational breakdown no matter how right you are or how wrong the other remains. Influence is always at stake, but many want nothing more than to state their case. This does nothing but fuel the tension and increase the gap between message and meaningful collaboration.

Neither you nor I enjoy being the subject of disapproval, whether or not it is deserved.

The moment you use a medium to criticize, the subject is compelled to defend. Once another is defensive, there is little you can say to break through the barriers he has raised. Everything you say is then filtered through skepticism and disbelief. Critical comments act like boomerangs, they return on the thrower's head.

When you are angry, waiting 5 minutes before posting anything can save you hours of backpedaling later.

### 2 Affirm What's Good

We all have an innate unquenchable desire to know we

are valued, to know we matter. Yet affirming this in each other is among the most challenging things to do in our age.

We can become easily obsessing with the least important things, such as a celebrity's lifestyle or an athlete's latest sin.

Quick and painless can also be mundane and meaningless.

Affirming the good in other should not be confused with flattery. The difference? Genuine concern. Affirmation requires seeing someone well enough to sense what to affirm, knowing someone well enough to be aware of what really matters.

Flattery says, "You don't matter enough to me to pay you much mind."

## 3 Connect With Core Desires

In the art of influence, it is wise to remember that we only move toward what moves us.

People never remember what you said, rarely what you did, but never forget how you made them feel.

Craft your messages in terms of what matters to your audience.

Use the tools of Social Media to quickly discover what matters to folks.

Influence requires more intuition than intellect, and a gentle hand.