

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

## Part 3 – How to Merit and Maintain Others' Trust

### 1 Avoid Arguments

Each person will be more firmly convinced of their tightness at the end. You may be right, but arguing is just as futile as being wrong.

Look at the comments at the bottom of most blogs and news articles. Is there dialogue there or just arrow slinging?

Value interdependence higher than independence.

Understand that deferential negotiation is more effective than noncompliant crusading.

### 2 Never Say, “You’re Wrong”

This places people on the defensive and destroys dialogue.

Begin all dialogue with a blank page, white canvas, or lump of clay, and allow the open minds to discover truth together.

At the heart of every assertion that the other is wrong is our own fear of rejection, causing us to project that role on the other.

Always default to diplomacy. Such a humble approach leads to unexpected relationships, unexpected collaboration and unexpected results.

### 3 Admit Faults Quickly and Emphatically

Any fool can defend a mistake, and most fools do, but admitting your mistake raises you above the pack and gives you a feeling of exultation.

Nothing is more endearing.

### 4 Begin in a Friendly Way

Successful leaders are always initiators.

Like the SMILE, friendliness begets friendliness.

### 5 Access Affinity

In the Digital Age it’s so easy: Like, Friend, Follow, Share. These open the door to Influence.

### 6 Surrender the Credit

Maintain a *genuine* Attitude of Gratitude, or this may backfire.

“There is no limit to what a man can do, or where he can go, if he doesn’t mind who gets the credit.

### 7 Engage with Empathy

In an age bent on self-promotion, we seldom take time

to consider how someone else might feel.

### 8 Appeal to Noble Motives

We all crave transcendence – to be part of something bigger than ourselves, to be meaningful to the world, to rise above, to make a difference.

Tapping these noble motives in others you’d like to influence can reap great rewards.

To truly connect with others you must celebrate their inherent dignity. In doing so, you celebrate yours.

### 9 Share Your Journey

Allow people to connect with your *story*.

When *your* journey is *our* journey, we are both compelled to see where it goes.

### 10 Throw Down a Challenge

While connection is necessary to keep us thriving, competition keeps us striving.

King Solomon wrote, “As iron sharpens iron, so one man sharpens another.”

Some people get injured, sick or hurt and give up. They put themselves on the conveyor belt to the grave.

Others rise to greater heights.

Get dirty for the sake of others, and they will get dirty for you.