

“Attitudes & Opinions of Others”

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The “**Attitudes & Opinions of Others**” are essential to good decision making, especially if you live and work amidst others.

Here are a couple of examples explaining why.

1. If you are in a business manufacturing, distributing or retailing a product or service consumed by customers, the customer’s needs are critical to your success and the customers’ attitudes & opinions about your offerings will be the determining factor in whether or not you remain in business.
2. Regardless of the situation, if you are trying to get someone to act, that person’s attitude & opinion about your behaviors will help or hinder the accomplishment of your objective.

Are the “**Attitudes & Opinions of Others**” ever unimportant? Yes.

Here are examples pointing out when they are unimportant:

1. When someone attempts to influence you to violate the civil or criminal laws, company policy or procedures.
2. When, as a teenager, one of your peers attempts to get you to do something contrary to the law of your family.
3. When others criticize or condemn your righteous actions.
4. Almost every time you are confronted by a “nit picker”, “would licker”, “for goodness saker”, or “arm waver”.