

How To Make Friends & Influence People?

by Jack Muellerleile

Well, the simplest way is to think ahead about the "Needs, Wants and Hopes of Others" then take actions which begin to satisfy those things ("Do Unto Others as You Would Have Them Do Unto You" ???).

Remember, everyone acts to benefit...to improve or protect their Security, Acceptance, Progress or Pleasure (SAPP)...or that of someone they love.

So...it should be no mystery that you will easily make friends and influence people when you regularly act in the interests of others.

Sounds logical, doesn't it? But how about some examples?

EXAMPLE #1 - Expressing Gratitude - Satisfies needs for "Acceptance" & "Pleasure"

This one is the easiest and probably the least expensive. It's also one often done quickly or even ignored by some folks in our fast-paced email, text-messaging world. Saying "Thank You" when someone has done you a good deed or some sort of unexpected service usually comes natural to most of us but we regularly express our gratitude verbally, by email or by sending out a quick text-message, don't we?

To do this differently than most and make a wonderful, sincere impression on the recipient, use something nearly now forgotten...the "Thank You" greeting card. Sure, we regularly send greeting cards to others celebrating holidays like Christmas, Easter or Thanksgiving Day but most of us overlook the impact they make on the recipient when they arrive unexpectedly. And they can be very inexpensive. Good ones are available for just \$1.00 at Trader Joe's and a postage stamp is available for less than \$0.50. So that's less than a buck 'n a half for an impressive surprise personally delivered by a uniformed carrier just a day or two after it was sent. And if it's sent from a married couple, two brothers, etc, the cost just dropped 50% for each sender who makes a BIG IMPRESSION for less than \$0.75 apiece. Good times for sending out the unexpected "Thank You" cards include the following:

1. After someone 'house sits' for you while away on a vacation;
2. After enjoying an amazing Thanksgiving Day dinner at the home of someone not directly (or even indirectly) related to you;
3. After receiving great advice from your school counselor, your boss at work, your medical doctor, your professor(s) at college, after hitching a ride for a long skiing trip to and from some distant mountain resorts, after being allowed to stay overnight at the home of another and so forth.

EXAMPLE #2 - Career Developing Counseling - Satisfies the need for Security

See Jack's piece below on Career Development and think about it from the perspective of the subordinate employee who has a high strength need for Security. If you work for an entity that has no formal career development program, you should consider initiating it yourself with your immediate supervisor or seek employment elsewhere since the absence of this type of policy designed to produce qualified ready replacements for the more responsible positions vacated by incumbents means the firm either expects no need for same or it already has ready replacements waiting in line. Either way, that spells "No Forward Progress" for you.

"Career Development" is an absolute necessity for large, well established entities and even more important for smaller, high growth organizations. Shockingly, it is poorly managed or entirely overlooked by both.

Why important?

Why is "Career Development" so important? Because it is the process whereby ready replacements for persons vacating positions of greater responsibility are identified, trained, groomed, inventoried, interviewed, selected and accepted. Promoting from within the organization causes only minimal interruption in the ongoing conduct of business because the newly appointed persons already know so much about the company and the position to which they have advanced. Persons chosen in this manner tend to enjoy a much higher success rate in their new positions.

Why poorly handled or overlooked?

Why is "Career Development" so poorly handled or even overlooked? Because it takes time, hard work and a firm belief in the generous reward ensuing therefrom. If management is not fully convinced of the value of a formal, active and well understood 'career development' program, it will fail to be properly administered. If not administered correctly, it will not deliver the desired results. If the desired results are not forthcoming, management will ignore or abandon a 'career development' program.

What are the basic components?

OK, so just what are the basic components of a successful 'career development' program? They include the following:

1. Written 'position description' for every paid position in the organization;
2. Written annual 'goals & objectives' for every employee;

3. Written annual 'appraisal of performance' for everyone measuring how completely the goals & objectives were achieved;
4. Written 'forecast of potential' for each employee, updated annually;
5. Face-to-face discussion of the above between employee and immediate supervisor, every year;
6. Suggested 'self-development' activities to be pursued by incumbents desirous of opportunities for advancement within the organization (i.e. academic endeavors, vacation relief assignments, selected readings, 'special assignments' of short duration, etc);
7. Scheduled employee attendance at seminars and management training courses conducted or arranged for by management;
8. Personnel meetings held annually during which every employee recognized as having potential for advancement is discussed / commented upon by all with whom he has come in contact during the past 12 months; decisions are reached as to the current status of his / her development (i.e. "ready replacement now" for...; "future replacement" for...);
9. Competitive interviews of all designated "ready replacements" whenever a position is vacated; and
10. Wide circulation of the chosen person's name, recent background, etc.

In summary, if you are interested in the many ways of "Making Friends & Influencing People", you may want to consider researching the subject on the Internet where many, many good ideas may be found. EXAMPLE: Take the World Famous Dale Carnegie Course. Check it out at https://dalecarnegie.ca/Course_Details.aspx?CourseID=1 .

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