

PSP Preparation Essentials Book Report
How to Win Friends & Influence People by Dale Carnegie
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I believe the main concept of *How to Win Friends & Influence People* by Dale Carnegie is that success not only in my professional life but my personal as well depends on my ability to connect with people and build a positive relationship with them. I believe that Carnegie does a great job in highlighting the importance of understanding human nature, that we really are simply creatures. If we want to succeed, we must show real genuine interest in people, or they will see right through it. We need to communicate it in a way that earns trust and respect, not retaliation and anger. He showed numerous examples in the book of how people will remember something bad that happened to them whether it was your attitude or what you said about them. People will remember bad things way longer than you'd expect. The same also goes for a real genuine compliment. The reason they last so long in our memories is that they come from the heart. Carnegie also went on to say that flattery is just an empty compliment telling someone what they already think of themselves and should be avoided as much as possible.

When I was reading this book, it really struck me as a psychology book. His principles do not and will not change with time so this book really is immortalized because people will always be the same. Proudful, egotistical, and sensitive as Carnegie made it clear to not step on the toes of any man no matter how small or meaningless they may seem. One should always treat his fellow man with empathy and kindness. People have the natural desire to feel important and I can make them feel that way with just a couple words or a smile. Remembering someone's name can be the thing that makes them feel important. A person's name is the sweetest sound they can hear in any language and getting it wrong or not remembering it can put you immediately in a raging dumpster fire. Also, we should also never flat out tell someone they are wrong because it is human nature to try to defend yourself. The book said to try to show some respect for their opinion or work and to use encouragement showing their mistake can be easily correctable if possible.

Carnegie's most important point about arguing is to avoid it altogether if possible. There is no winner in an argument. Even if you think you've "won" you really didn't, you have embarrassed your opponent and hurt their pride. That will do more harm than a meaningless victory ever could. From a distance two people arguing both look like buffoons regardless of what they're saying. It is imperative to control your temper and seriously consider what your adversary is saying. God gave us two ears and only one mouth so we should always listen to their side first before speaking. The first thing in my opinion out of a person's mouth at this point should be a question not retaliation, to understand their point of view. Carnegie had some thoughts on taking accountability if you are wrong, do it. They will respect you for it.

My final thoughts on *How to Win Friends & Influence People* are good ones. I feel I am a better person than I was before reading it. Before I was arrogant and egotistical in some ways and did not understand why people reacted in certain ways to what I was saying. Now I understand that how I am saying something is just as important as what I am saying. I would recommend this book to anyone seeking to better their connections with the people around them. Telling them how it can not only make you a better communicator but a greater listener as well.