

## How To Win Friends & Influence People. Written by Dale Carnegie

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This is my 4th review in my recommended reading series, where I share books from which I have gotten a lot of value for both my business and personal development.

The book I am sharing today is by Dale Carnegie and is called: ***How to Win Friends & Influence People***. Carnegie was born in Maryville, Missouri in 1888 and was both a writer and lecturer, developing courses on self-improvement, public speaking and interpersonal skills.

He authored 11 books, with this one written in 1936! This book has sold over 30 million copies making it one of the best-selling books of all time and in 2011, it was number 19 on the Time's list of the 100 most influential books.

While this book was written almost 90 years ago, human nature has not necessarily changed that much over this period. And can benefit one's personal and professional lives. I think the book has good value for sales professionals as well.

### Why I liked this book:

The book is a very easy read and I also listened to it on Audible when going on my weekly jogs.

It's well laid out in what Carnegie calls principles in dealing with people and each chapter includes practical stories and a recap at the end of the chapter.

While some of the language used is a little dated, my sense is most of the underlying principles still hold today. It's quite folksy and some of the content is something one would think of a grandparent handing down wisdom over the generations.

As an example, Carnegie starts one of his chapters by telling a cute anecdote about fishing in the summer. He says he really likes eating strawberries and cream, so he thought he would use that food as bait when he went fishing. But found out that fish prefer worms! His underlying point is that people want things they like or are interested in, not necessarily what you like or are interested in.

### Topics covered in the book include things like:

- **Don't criticize, condemn, or complain** – it's human nature that people tend to justify their actions. When dealing with people, Carnegie says we should remember that we are not dealing with creatures of logic, but rather with creatures of emotion, bristling with prejudice, motivated by pride and vanity.
- **Give honest and sincere appreciation, not flattery** – Carnegie touches on the concept of people's need to feel important or their desire to be great. He calls it a craving. He says it's why it makes people wear the latest clothes, drive the latest cars or live in a large house they don't need – it's a desire to feel important or liked. And in building financial projections, given they are inherently

variable, I started focusing on just the 20% of material variables which would generate 80% of the model which given their variable nature was sufficient.

- **Talk in terms of the other person's interests** – I've included this one as it has ties to people selling. Customers don't typically want to hear about a list of product or service features or benefits that are not relevant to their business. Sales professionals ideally want to listen to what a prospect or customer needs and demonstrate how their product or service can fulfill that need.
- **Show respect for other people's opinions** – Carnegie notes when you tell someone they are wrong, you have struck a blow to their intelligence, judgement, pride, and self-respect. That will make them want to strike back and dig in and justify their position. Rarely do we step back and try to understand the other person's comment from their viewpoint and based on their life experiences. This goes back to listening carefully and trying to find common ground and compromise in life. Did I wear 20% of my clothes, 80% of the time?

In conclusion, while this book was written some time ago, my sense is the majority of the principles still hold today. Much has changed over the past 100 years, and certainly, people's views on social and other topics have evolved (i.e. smoking was common and cool at one point, but views have evolved on this), but human nature has not likely at its core, changed that much over time. People still like to be heard, respected, loved, appreciated and liked.

I hope you enjoy this book as much as I did, and I look forward to your thoughts on it.

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At Isaacs Advisory, we are experts in advising on, structuring & sourcing debt financing solutions of between \$1M-\$5M for either early-stage, growth or in-distress businesses.

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