



Smile. Remember and use people's names. Encourage others to talk about themselves, and listen to them. Listen with full attention. Listen to understand. Do not interrupt. Discuss what the other person is interested in. Make the other person feel important. Show respect for the other person's opinions. Say thank you. Never tell someone they are wrong. If you're wrong, admit it quickly and emphatically, and in person. Begin in a friendly way. Start with questions the other person will answer yes to. Let the other person do the talking. Let the other person feel the idea is his/hers. Try honestly to see things from the other person's point of view. Sympathize with the other person. Help and let the other person save face. Praise every improvement. Be graceful. Be grateful. Give them a fine reputation to live up to. Encourage them by making their faults seem easy to correct. Don't criticize, condemn or complain. If you have to criticize, do privately. If you have complaint, provide a solution to the problem. Give people a feeling of importance. Praise the good parts of them. Get the other person to want to do something by arousing their interests and desires. Be genuinely interested in other people. Have a good sense of humor. Make them look good. Keep your promises. Do not gossip. Contribute to their life. Let them contribute to yours. Simple courtesy is a powerful tool. Give people public credit for their contributions. Keep the conversation in focus. Begin with the end in mind. Consider problems as opportunities. Develop others. Leverage diversity. Be politically aware. Do not avoid the conflict, hoping it will go away. Do not meet separately with people in conflict. Do not believe that the only people affected by the conflict are the participants. Work towards proactive discussion and commitment. Seek first to understand, then be understood. The best feedback is straight and simple. Tell the positive impact of the change in behavior. Develop a plan and set a due date. Follow-up. Hold people to high standards. Show sincere interest, embrace and praise people. Keep your word. Love deeply. Execute passionately. Be considerate and compassionate. Always humbly, give yourself. Give more than expected, cheerfully. Do it. Today, not tomorrow. Continuously improve your service. Be reliable, consistent, predictable. Believe, and forces will multiply. Inspire loyalty. Inspire team spirit. Happy is a habit. Smile.

