

# ***Table of Contents***

<i>Forward</i>	9
<i>Introduction</i>	15
Principle 1: Lead from High Ideals	22
Principle 2: Become Genuinely Interested	41
Principle 3: Don't Criticize, Condemn, or Complain	58
Principle 4: Provide Acknowledgment	74
Principle 5: See Their Point of View	91
Principle 6: Be an Active Listener	108
Principle 7: Play Yourself Down	121
Principle 8: Validate Their Ideas	136
Principle 9: Dramatize Your Ideas	150
Principle 10: Stimulate Competition	166
Principle 11: When You Blow It, Show It	174
Principle 12: Avoid Dogmatic Declarations	185
Principle 13: Avoid Arguments	195
Principle 14: Begin With Yes, Yes	202
Principle 15: Appeal to Their Noble Motives	214
<i>Notes</i>	222