

Bribery

The reason why capitalism succeeds and socialism fails is because the basis of capitalism is enlightened self-interest. We discovered back in the dark ages that a serf would work his own land twice as hard as he would the land that belonged to the Lord of the Manor. The serf had a personal stake in his own land.

When you want someone to do something, you need to explain what their personal stake in it will be. Threats of punishment don't work nearly as well as promises of reward. The reward can be material like money or goods, or it can be something involving significance like status or privilege. The idea is to choose something that you know the person wants. Then help them get it if they will help you get what you want. They'll be glad to help because they now have a personal stake in the outcome.

Dale says there are 6 things to keep in mind when you practice this form of subtle bribery:

1. Be sincere about the reward. Don't promise anything you can't deliver.
2. Know exactly what you want them to do.
3. Put yourself in their shoes. What do they really want?
4. Consider the benefits they can receive by doing it.
5. Identify which benefits match their wants.
6. Now tailor your request to show how these benefits will fulfill their wants.

Go back through the book and review the "nutshell" lists at the close of each section. Memorize them. Most importantly, use them every day. What Dale teaches is practical, simple, and effective. It really works.

Leadership principle: *A leader is someone skilled at making good choices. He chooses to order his life around his central passion. When asked, a leader can identify his central passion immediately. After all, he chose that before he chose to become a leader.*

William Gross