



***HERE ARE 10 NUGGETS OF WISDOM FROM DR. TOM PETERS
FOR YOU TO PUT INTO ACTION TODAY:***

1. The utmost form of respect: *Listening*. Whether you know someone for 15 minutes or are married to them for a lifetime, there is nothing you can do that will more powerfully affirm the other person.
2. All humans crave recognition and acknowledgement that we're alive. Most people don't get enough of it. Tell someone they do terrific work.
3. "Fake it 'til you make it" works with many behaviors, including showing gratitude. Go through the motions -- and the feedback will be so positive that it will soon become genuine. Full engagement and listening also are teachable. They are a lifelong practice in which you continue to grow.
4. There is a power in making another feel that that they are the only person in the whole world. Tom's favorite quote about this type of respect by Sara Lawrence-Lightfoot: "It was much later that I realized Dad's secret. He gained respect by giving it. He talked and listened to the fourth-grade kids in Spring Valley who shined shoes the same way he talked and listened to a bishop or a college president. He was seriously interested in who you were and what you had to say."
5. There is never any technology that is not a double-edged sword. Never. Be careful with the consequences.
6. Smiles have been shown to change the course of history and impact the world at a global level. Political science is full of these examples. If smiling can change the trajectory of a whole country, think what it might do for your business. If certain behavior predictably creates better results, why wouldn't you do it?
7. Leadership is a sacred trust. Organizations exist to develop people and leaders exist to serve people. Businesses thrive when they give people enriching, rewarding lives. If you don't love what you do and show others how much you care, it's better for everyone for you to walk away.
8. Be mindful of how you lead. Be humble. As Tom says, the term "humble leader" ought to be a tautology... not an oxymoron. And if you're going to tell someone bad news, first make them laugh.
9. "Wasted time" is often the source of the real stuff. Spend time on people. Social interaction and care is what has allowed humans to survive over time.
10. What's soft is hard and what's hard is soft... We tend to create a false distinction between people, values, relationships, and life design on one hand and research, systems, and strategies on the other. Embrace all of these pieces as essential to success. Prioritize showing that you love, care, and live to serve your team and customers.