

# The Key to Personal Connection

## *Being Others-Oriented*

Accelerating Excellence  
Podcast Episode #24

*"You can make more friends in two months being interested in others,  
than you can in two years trying to get others interested in you."*

- Dale Carnegie

### Others-Orientation

Expressing interest in another person rather than simply focusing on or talking about yourself.

- We are naturally self-centered.
- Many conversations are multiple monologues.

### 2 Reasons to be Others-Oriented

#### 1. It builds strong relationships.

- Strong relationships are the foundation of a healthy life.
- We **like** people who **like** us.
- Rapport-building questions:
  - Where are you from originally?
  - What's a typical day like for you?
  - What are your interests or hobbies?

#### 2. It contributes to your success.

- Two kinds of people: "Here I am." or "There you are."
- Be a "There you are." person.
- Remember and use names.
- Approach sales, meetings, presentations, social gatherings, etc with an others-orientation.

**NOTE:** Take a genuine, sincere interest in others. Avoid being others-oriented in a manipulative, self-serving way.

**CAUTION:** Avoid one-upmanship. Making yourself look good at another's expense.