THE LOYAL Renegade
@bkeepers
you generally strive to make yourself, your coworkers and your company better
PERSUASION
SUBVERSION
SUBMISSION
PERSUASION
When dealing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bristling with prejudices and motivated by pride and vanity.

Dale Carnegie
How To Win Friends and Influence People
PITCH
The purpose of a pitch isn’t necessarily to move others immediately to adopt your idea. The purpose is to offer something so compelling that it begins a conversation, brings the other person in as a participant, and eventually arrives at an outcome that appeals to both of you.

Daniel Pink
To Sell Is Human
How do I get my company to use git?
one week later

the team switched to git
“So the only way on earth to influence other people is to talk about what they want and show them how to get it.”

Dale Carnegie
How To Win Friends and Influence People
Effective persuasion is not about getting someone else to see things your way. It’s about you seeing it their way.
SUBVERSION
STORY TIME
You don’t always have to ask for permission.
Benevolent Subversion

1. Requires Action
2. Consumes Few Resources
3. Proves An Argument
Subversion is used as a tool to achieve political goals because it generally carries less risk, cost, and difficulty as opposed to open belligerency.

Wikipedia
RISK
What if you get fired?
TRUST
The person doing the typing makes the decision.

Adam Keys

...That’s not to say they should go cowboy and do whatever they want; they should use their knowledge of the “situation on the ground” to figure out what is most practical. With responsibility comes the right to pick a resolution.

Adam Keys

RESPONSIBILITY
Remember

ELISHA OTIS
It isn’t necessary to work yourself into the ground to be passionate about your work. In fact, it’s hard to sustain your love of a job that is slowly draining all your energy.

Richard Templar
The Rules of Work
OPPORTUNITY
SUBMISSION
I am often wrong.
Every man I meet is my superior in some way. In that, I learn of him.

Ralph Waldo Emerson
Avoid Gut Reactions
Avoid Criticism
Criticism is futile because it puts a person on the defensive and usually makes him strive to justify himself. Criticism is dangerous, because it wounds a person’s precious pride, hurts his sense of importance, and arouses resentment.

Dale Carnegie
How To Win Friends and Influence People
Destructive Criticism
Instead of condemning people, let’s try to understand them. Let’s try to figure out why they do what they do. That’s a lot more profitable and intriguing than criticism; and it breeds sympathy, tolerance and kindness.

Dale Carnegie
How To Win Friends and Influence People
Don’t criticize them; they are just what we would be under similar circumstances.

Abraham Lincoln

when Mrs. Lincoln and others spoke harshly of the south
By understanding them we also learn to persuade them.
In the moment when I truly understand my coworker, understand him well enough to persuade him, then in that very moment I also love him. I think it’s impossible to really understand somebody, what they want, what they believe, and not love them the way they love themselves. And then, in that very moment when I love them.... I persuade them.

Orson Scott Card
Ender's Game
If they are not convinced then I communicated ineffectively, or it’s not the right thing.
Summit often subvert occasionally persuade when necessary
References

How to Win Friends and Influence People
by Dale Carnegie

To Sell Is Human
by Daniel Pink

“Six Stories” — The Memory Palace Podcast
http://thememorypalace.us/2013/04/six-stories/