

# How to succeed with people

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**Paul is Capstone's best selling author of all time. He has done workshops and speeches globally for Virgin, Dyson, Adidas, GSK.**

**A fire extinguisher is invaluable but not to a drowning man.**

**However good an idea, it needs to be used at the right time to the right context.**

**Knowledge is a start but not a guarantee of high finish. The same is true for IQ**

**Stop looking for quick fix answers to structural long term problems.**

**A one size fits all approach with all people  
doesn't work.**

**You cannot control people but you can do lots to influence them.**

**Being aware of someone's past can help  
understand their present better**



**A person's past is no excuse for inappropriate or unacceptable current behavior.**

**Spend more time being curious about people and less time judging them.**

**A person's past may shape their current but does not have to determine their destiny.**

**We rarely see ourselves as others see us.**

**Never think that you can succeed where others have failed.**

**Stubbornness is a choice, not a medical condition.**

**Our ways of communication have evolved,  
but sometimes not our thinking.**

**Problems persist because we get used to them**

**your silence is still saying something**



**People have a love hate relationship with change.**

**The most insecure place to be right now is an organization that is not changing.**

**Uncertainty and unpredictability heighten our anxiety.**

**Deep down there is an inner rebel amongst  
all of us.**

**If you don't like a person, its unlikely that you will like their ideas.**

**Cynicism is often fueled by the broken promises of the past and stupid decisions of the present.**

**To be successful with people you need to be more respected than liked.**

**When we tell versions of our events, we become our own spin doctors.**

**Life is rarely clear cut, right and wrong.**



**Never underestimate the large impact of a small gesture.**

**Great relationships with customers,  
colleagues, family take time.**

**Its understandable that you want others to live up to your standards.**

**Its not always realistic.**

**Realistic does not mean low expectations.**

**There may be a subtle difference between determination and stubbornness, one leads to success while the other makes you look stupid.**

**Its not a sign of weakness to admit you may be wrong. It's a sign of wisdom.**

**If you want to succeed, focus on meeting others needs first rather than your own.**

**Silence creates an environment where  
people speculate and anxiety escalates.**

**Help people focus on progress, not perfection.**

**We all need the oxygen of encouragement.**



**We've sacrificed a lot in our quest to protect people's feelings by deluging them with diplomacy.**

**People are resistant because they don't feel valued or important.**

**No one feels important when you are checking your phone, while they are still talking to you.**

**If you are going to ask a question, be prepared to listen to the answer.**

**Being a person of influence means knowing when to stop talking and start listening.**

**People who are drowning in detail are usually gasping for insight.**

**Take people on a clear journey, not a magical mystery tour.**

**Have the courage to ask if you are contributing to the problem.**