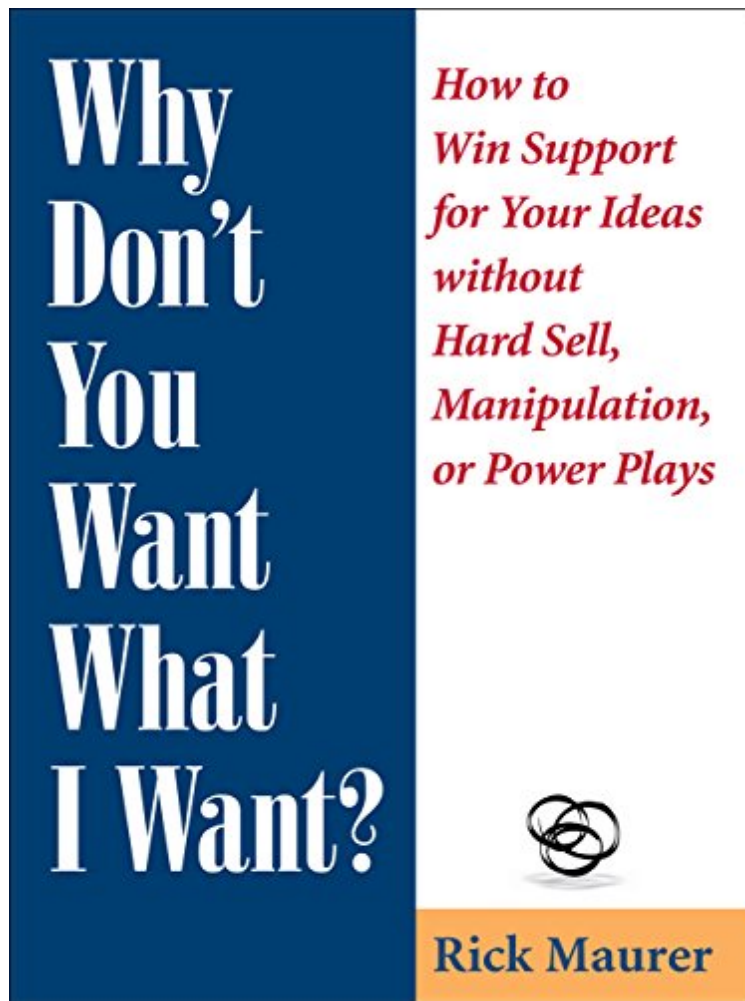


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Why Don't You Want What I Want?: How to Win Support for Your Ideas without Hard Sell, Manipulation, or Power Plays

Rick Maurer

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Rick Maurer : Why Don't You Want What I Want?: How to Win Support for Your Ideas without Hard Sell, Manipulation, or Power Plays before purchasing it in order to gage whether or not it would be worth my time, and all praised Why Don't You Want What I Want?: How to Win Support for Your Ideas without Hard Sell, Manipulation, or Power Plays:

0 of 0 people found the following review helpful. A Versatile Model for Relationship SuccessBy hla4353WDYWWIW was recommended to me along with Paradigms (Barker) and Mindfulness (Langer). Together, the ideas presented in the three complement each other very well. But even taken alone, Maurer's model is versatile, useful, and easy to learn, if impossible to master. I've seen a few individuals, each of whom is very successful in different ways, in my estimation, who naturally execute the ideas Maurer proposes.The idea of using the three-tiered

levels of understanding, enthusiasm, and trust for relationships is a secondary theme of the book, which focuses more on business transactions, but for just about anyone who 1) lives in Western society and 2) cares about improving his ability to communicate, whether selling ideas or just sharing information, this book provides a usable and useful model for transactional analysis. Two weeks after finishing the book, I'm finding it helpful in helping communicate ideas at work, school, and in my relationships. 0 of 0 people found the following review helpful. Very good book By Visu Pedada A well written book with lots of real life examples from author's personal experiences (like the Pilot's reaction when his flight got delayed for hours waiting for clearance to take-off) to incidents from middle-east peace negotiations. Explains very well why and how to stay excited and engaged ("is a lifelong challenge"), keep other engaged and how to read and understand other people's reactions. Rick Maurer identified 6 principles of engagement and explores each one in a dedicated chapter. Highly recommended for people who want to influence others in a way that strengthen - and not harm - the relationship ("without hard sell, manipulation or power plays"). 4 of 6 people found the following review helpful. I Want other People to Read this Book By M. Swinney The approach in Rick Maurer's "Why Don't You Want What I Want?" reminds me of a great deal of Dale Carnegie's, "How to Win Friends and Influence People." It basically is a human relations approach to communication and teamwork. If you work in an environment that requires you to work collaboratively, this book is a must. Maurer truly takes a practical approach to the rare skill of collaboration of ideas. He starts by exploring different levels of resistance and how much a serious barrier to collaboration those levels can be. Next, he explores six steps for engagement with the central principle that true active listening can make all the difference. Maurer concludes by expanding these ideas and concepts beyond the mere world of work to the family. This book really hit home with me. I'm a Director of a non-profit agency and in my work the skills of collaboration are critical and integral in working with constituents to moving towards a common goal and in a common direction. With one of our constituent groups, we had reached a stage of near impasse and Maurer's book helped our organization move through that situation and even move beyond that to start rebuilding trust. If Maurer's common-sense ideas of human relations are listened to and practiced, it can pay huge dividends in trying to achieve a greater good. This book comes highly recommended.--MMW

Rick Maurer introduces you to a high integrity process that engages you and the other person in creating outcomes you both fully support. He shows you how to turn resistance into support and use 6 principles of engagement to help you persuade while you build the relationship and get your ideas put into action.

From the Author For years I've been intrigued why some people are successful getting ideas to fly but other ideas, projects, and corporate changes never leave the ground. Since I am a consultant to organizations, I have the opportunity to look closely at effective and ineffective changes. That interest resulted in "Beyond the Wall of Resistance" (Bard Press. 1996). As I used the ideas and tools I explored in that book, I began to realize that even the largest changes often begin with one or two people. For example, Mary is head of her department. If Bob can get Mary interested in his idea for developing a new product, the ball is in motion. Because she will open the door to others in her department who will need to support this idea. If he can't interest her, then nothing will happen. I started looking more closely at these individual exchanges. I got interested in why some individuals were able to build commitment for their ideas, and others who had ideas of equal merit never seemed to get the support they desired. That exploration led to this book, "Why Don't You Want What I Want?" This book is really about finding ways to stay as passionate about hearing from and being influenced by the people who need to support us as we are about our idea. And that's difficult. We sometimes get seduced by our own idea and simply quit listening to others. That's usually a mistake. "Why Don't You Want What I Want?" is written for anyone with a great idea who is having trouble getting others to listen - executives, managers, salespeople, community leaders, as well as parents and couples. The ideas I present in the book get tested everyday by my clients, people who have attended one of my workshops, and by me. I believe the framework is sound, and I hope you'll take a look and see if you agree.