



The Price of Nice

As an avid reader, I pick up many business books. One that received a fair amount of attention is *The Power of Nice* by Linda Kaplan Thayer and Robin Korval. The subtitle is *How to Conquer the Business World with Kindness*.

In this book, the authors, who are owners of the Kaplan Thayer Group, an advertising agency in New York City, explain why clawing your way to the top doesn't work. Rather, they say, the road to success is paved with being nice. Being tough and/or ruthless isn't as effective as it may seem and can be counterproductive.

The authors outline six Power of Nice Principles:

1. Positive impressions are like seeds. In other words, being nice prompts a variety of untraceable positive effects.

2. You never know. You never know when being nice to a stranger will pay off – such as holding the door for someone as you're both entering, only to discover that the person is your potential client.

3. People change. Be nice to everyone, regardless of social station or power. The feet you trample today may be the ones you have to kiss tomorrow.

4. Nice must be automatic. That is, you never get a second chance to make a good first impression.

5. Negative impressions are like germs. This is the flip side of Principle #1. Nastiness begets nastiness.

6. You will know. Whether you're nice or nasty, you face yourself in the mirror every morning and evening. What do you want to see when you look into your own eyes?

The Nice Principles are intimately tied to my column about "attitude" in the Summer 2016 issue of this newsletter. Being nice flows from the attitude that we adopt each day. A positive attitude gives you permission...

- To see the good things, not the bad.
- To see how to make bad things good.

- To treat others the way you want to be treated.
- To see the opportunity and the resolve when an obstacle faces you.
- To encourage others when they need support.
- To see things from the "what is right" side, not the "what is wrong" side.
- To never let the negative things affect you for more than five minutes.
- To (almost) never have a "bad day."
- To be internally happy.
- To have something nice or humorous to say.
- To have an attitude of gratitude.

None of these principles are rocket science. Whether tackling a problem at work or at home, the "power of nice" can break through barriers that keep you from achieving your goals.

I'll always be grateful to my dad, Jack Mullin, for impressing upon me the importance of being nice. My six siblings and I grew up hearing him say...

It doesn't cost anything to be nice.

Anne Marie Mullin
CEO

