

# Greed doesn't pay

“SOME PEOPLE BELIEVE YOU HAVE TO BE RUTHLESS IN ORDER TO ACHIEVE SUCCESS. I'M HERE TO TELL YOU THAT THEY'RE DEAD WRONG.”

-FRANK SONNENBERG

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*From our guest contributor, Frank Sonnenberg.*

Some people believe that you have to be ruthless in order to achieve success. I'm here to tell you that they're dead wrong. Here are common fallacies about winning and why greed is a dead-end strategy.

- **Promote yourself to make a great impression.** Self-promotion won't always lead to a favorable impression. In fact, the opposite may be true. If you want to make a great impression, spend your time listening and making others feel special rather than telling them how great you are.
- **You have to move fast to get what you want in life.** Relationships are built on trust, which takes time to develop. When people are viewed as “a bull in a china shop,” their motives are likely to be misinterpreted.
- **If I don't take it first, someone else will.** When someone makes a concerted effort to be fair, others often return the favor. The opposite is also true – when someone thinks only of himself or herself, it breeds

suspicion and contempt.

- **Packaging yourself is everything.** When you work smart and provide significant value, you don't have to use gimmicks or play dirty to be recognized as a star. The best way to differentiate yourself or your organization is to be honest, caring, and hardworking.
- **Always try to get the upper hand.** Relationships are all about identifying areas of shared interest and creating opportunities for everyone to be a winner. When someone gains the upper hand at the expense of others, it creates envy and resentment.
- **Don't compromise if you don't have to.** Relationships are built on compromise. When you watch your partner's back, your partner will watch yours. Compromise is key. If two people are five steps apart, the best way to meet in the middle is for each person to take three steps forward.
- **In business, everyone's a competitor.** Some people believe that the best way to propel their career is to outmaneuver their colleagues. But when you make people look good, you'll earn their trust and respect, and they'll be supportive of your efforts. Plus, they'll want you on their team.
- **There's not enough time to help others.** When you make an effort to help others, you'll create an army of people willing to return the favor for you one day. But remember, please don't keep score.

For more information on achieving success through character, [click here!](#)

This is adapted from Frank's new book *Follow Your Conscience*, By Frank Sonnenberg released November 2014



Frank is an award-winning author. He has written six books and over 300 articles. Frank was recently named one of “America’s Top 100 Thought Leaders” and one of America’s Most Influential Small Business Experts. Frank has served on several boards and has consulted to some of the largest and most respected companies in the world. Additionally, *FrankSonnenbergOnline* was named among the “Best 21st Century Leadership Blogs,” among the “Top 100 Socially-Shared Leadership Blogs,” and one of the “Best Inspirational Blogs On the Planet.” Frank’s new book, *BookSmart: Hundreds of real-world lessons for success and happiness* was released November 2016. © 2017 Frank Sonnenberg. All rights reserved.

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