



W I L L I A M S

# JUST BE NICE



## Tapping into the Power of Nice!

*Be nice. A simple sentence.  
A simple statement.*

*Be nice. A simple sentence. A simple statement. A simple idea with which any fellow simpleton would bob their enthusiastic heads in agreement. Yet the execution is complicated, selective, convoluted and nebulous. As such, it can be difficult to consistently comply. There are a variety of legitimate reasons why we choose not to be nice. We want to appear strong when appropriate, neutral at times, and never weak. Not knowing exactly what is what in that determination, we err on the side of strength...which often isn't nice.*

We leaders want to project strength and calm in the face of adversity and stress...which is reassuring to those that we lead...but sometimes, we stiffen like stone, cured in insecurity, threatened with the advance of another. We must be introspective and carefully measure those few times when it is appropriate not to be nice. The vast majority of the time, however, nice is the rule, and it's the root of The Golden Rule. There is much to be gained in being nice...even for those whose motivations are questionable, moored in manipulation and self-interest.

## TAPPING INTO THE POWER OF NICE!

*Be nice. A simple sentence. A simple statement*

Do unto others as you would have them do unto you. The Golden Rule, also known as the ethic of reciprocity, was at the very least popularized, magnified and sent forth into the history of mankind by Jesus of Nazareth in his Sermon on the Mount. When one thinks of the Golden Rule, the tendency is to think of those already loved, or already considered equals. It's easy to simulate and believe that one can indeed feel empathy for them. What about the least of us? What about the people that mean the least to you? Your garbage man, bus boy, a homeless man in the street with no job and an expensive addiction...or worse, the person that can do nothing for you.

We are, at our core, who we are unless otherwise touched by God. It would be an exercise in futility to attempt to polish the core of any individual in this message. However, the appeal of being nice, as mentioned, can be universal, particularly in the context of business. First and foremost, it is **EFFECTIVE!** The leaders that are revered and followed, the salespeople that land the big accounts, the carpenter bee that brightens every room and soul and smiles through each task with pride and enthusiasm...one common thread...nice.



They care and they let it be known that they care. Is it manipulation or is it genuine? If you believe that it is genuine, does it matter? In terms of effectiveness, it does not. Second, it is **SUSTAINABLE AND SELF-PERPETUATING.** Nice breeds nice and mean breeds mean. Once nice becomes part of the organizational culture (internally and externally), being less than nice becomes the exception that must be measured and managed. Nice becomes the dominating rule. Lastly, it is **FREE!**

Great ideas pop up all the time. Someone gets excited about their idea and they present it to the boss...the good, the bad and the ugly. What is the benefit and what is the cost? How about this, boss? It's free. Our customers love it, our vendors love it because we treat them like human beings instead of beggars hoping for scraps fallen from the King's table, and employees are inspired, empowered and invigorated because that's what positive reinforcement and affirmation does...and it's free. Not a dime. In an organization that is positive, that is good, there is no room for those who lack the capacity for empathy, for showing respect for others regardless of their order in the food chain. Thus, the only true acceptable time to be less than nice, is in dealing with those that lack the ability to be nice.

***So be nice! It feels good, it works and it's free!!***

*I think you may judge of a man's character by the persons whose affection he seeks. If you find a man seeking only the affection of those who are great, depend upon it he is ambitious and self-seeking; but when you observe that a man seeks the affection of those who can do nothing for him, but for whom he must do everything, you know that he is not seeking himself, but that pure benevolence sways his heart.*

*-Rev Charles Haddon Spurgeon, 1876*



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