

The Authority for Nice Guys who want to succeed in business

**NGS** NICE GUY STRATEGIES  
IN BUSINESS

**When Does Being Overly Nice Get In The Way of Successful Business**

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BCAP

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**NGS** Nice Guy Objectives

- Defining "Nice Guy Syndrome"
- Defining Its Impact On Business
- Sharing Strategies To Overcome The Syndrome

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**NGS** The Nice Guy Syndrome

■ The Consultant...

Early in Daniel's career, he worked as a consultant for a global management consulting company. At the conclusion of a project, his client indicated that he could not afford to pay the fees that Daniel presented to him.

While his client's inability to pay for services was troubling to Daniel, he fully believed in the vision and passion that his client had for his business. As such, Daniel agreed to tear up the bill and did not ask for anything in return.

→ Was Daniel Too Nice?

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 **The Nice Guy Syndrome**

- “Nice Guys Finish Last” – is it true?
- What Is Nice Guy Syndrome In Business?
- Who Does It Impact?
- What Would Happen If Overly Nice Guys Could Adjust Their Behavior?

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 **The Nice Guy Syndrome**

■ **The Old Definition of Nice**

- Always trying to **please others**
- Valuing **agreeableness over assertiveness**
- **Treating others too “well”** by giving away our own personal power
- **Prioritizing and catering to others’ demands** and wants over truthfulness and authenticity
- Attempting to **avoid and minimize disagreement, conflict and discomfort**

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 **The Nice Guy Syndrome**

■ **The New Definition of Nice – “Effectively Nice”**

- Attempting to optimize outcomes for **both** others and ourselves
- Striving to **balance assertiveness with cooperation** to achieve a spirit of collaboration
- Honoring the **value** and personal power of **others and ourselves**
- Seeking the **best results for everyone** involved by emphasizing truthfulness and authenticity
- **Openly confront challenges** and disagreements and embracing the benefits of constructive conflict

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**NGS** **The Nice Guy Syndrome**



Why doesn't this work with **Overly Nice Guys**?

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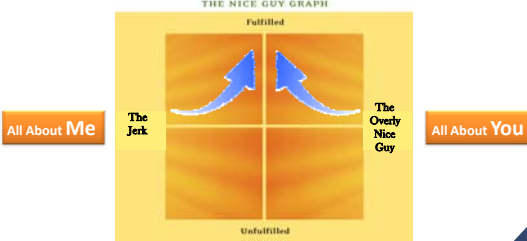
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**NGS** **Nice Guy Numbers**

**Nice Guy Graph**

THE NICE GUY GRAPH




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**NGS** **Nice Guy Numbers - You**

How many of you believe... Jerk 1 ↔ Overly Nice 5

**You** Are Overly Nice?

Your **Employees** Are Overly Nice?

Your **Boss** Is Overly Nice?

Your **Customers** are Overly Nice?

Your **Peers** are Overly Nice?

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**NGS Nice Guy Numbers - You**

On that same scale... **Jerk** 1 ← **Overly Nice** 5

Where do **Successful** people rate?

Where do **Losers** rate?

How far would you be willing to **shift to the left** to be more successful?

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**NGS Nice Guy Numbers – Them**

In preparation for the book, we surveyed over 350 people of all levels, industries and both genders

This is what we found...

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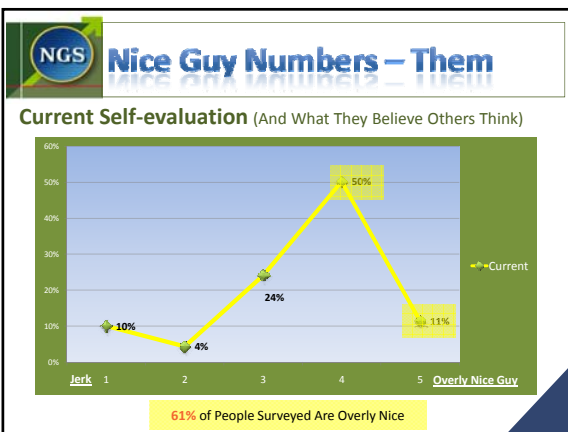
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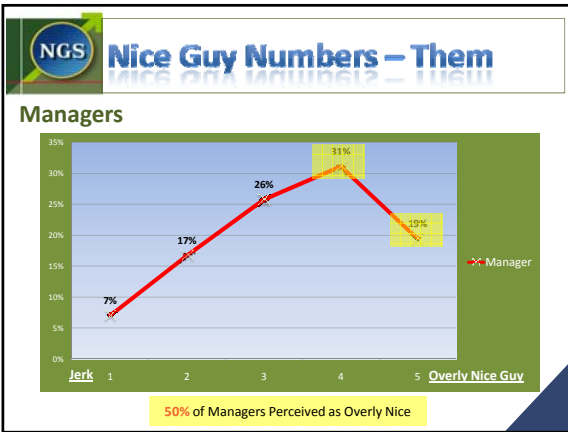
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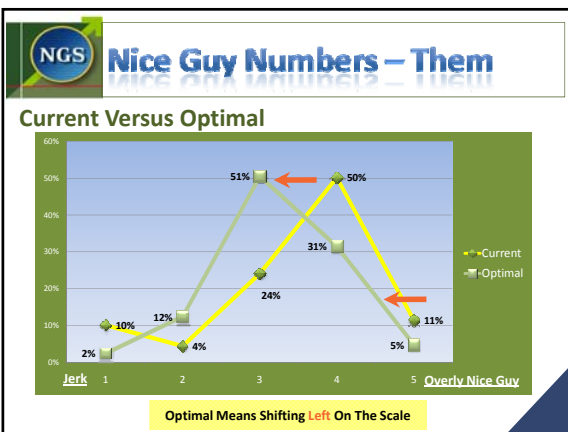
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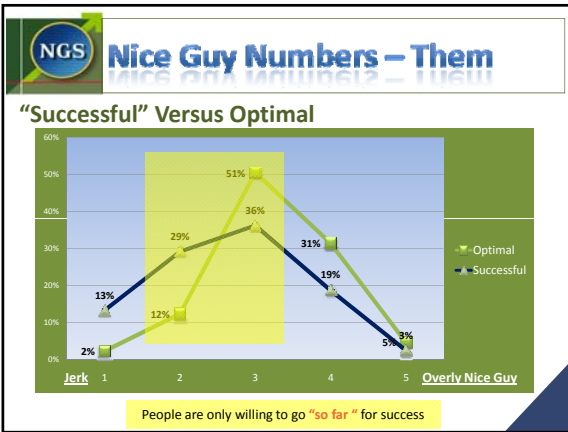
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**Nice Guy Numbers**

Two Critical Questions...

**1. Do You Need To Be A Jerk To Succeed In Business?**

**2. How much is Overly Nice Costing You and Your Business?**

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**Nice Guy Numbers**

**How Does This Impact Your Businesses**

**EO**

Member Statistics

Annual Revenue	\$81,000,000.000
EO Members	6,500
Revenue Per Member	\$12,461,538
Estimated Net Profit Percentage	20%
Net Profit Amount	\$2,492,308

Percentage Range	Average	Owner Rating	Owner Impact	Employee Rating	Employee Impact	Combined
0%	0%	1	\$0	1	\$0	\$0
1-5%	3%	4	\$74,769	5	\$74,769	\$149,538
6-10%	8%	10	\$199,305	7	\$199,305	\$398,769
11-20%	16%	4	\$398,769	5	\$398,769	\$797,538
21-30%	28%	0	\$648,000	2	\$648,000	\$1,296,000
31-40%	38%	1	\$897,231	2	\$897,231	\$1,794,461
41-50%	46%	0	\$1,146,461	1	\$1,146,461	\$2,292,923
Greater than 50%	56%	3	\$1,395,692	1	\$1,395,692	\$2,791,385

Combined Impact from Survey – 399k per company

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**NGS Nice Guy Numbers**

**How Does This Impact Your Businesses**

**Conservative Factoring**

Adjustment Factor:	50.00%
Impact for one EO Member Company	\$199,385
Aggregated Impact for all EO Members	\$1,295,999,952

**8% Average Profit Loss**  
 = 200k per EO Member  
 = 1.3b for EO Worldwide

**George Gendron**  
*Inc. Magazine* - Former Editor-in-chief  
 Clark University - Innovation & Entrepreneurism

"And over the long term, I can see that—for most organizations—the negative impact is much more profound than that."

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**NGS An Overly Nice Guy**

**Defending Your Life – Albert Brooks/Meryl Streep**




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**NGS Nice Guys In Customer Service**

■ How Would You **Rate** Your CSR's On The Scale?

Jerk	↔	Overly Nice
1		5

■ What Percentage Of Your Customers Are "Too" Demanding?

■ How Do You Provide Customer Service That Is **Effective** And **Profitable**?

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**NGS The Nice Guy Story**

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**NGS Some CEO's & Thought Leaders**

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**NGS The Nice Guy Bill of Rights**

<b>1. Self-Awareness</b> Know Your Strengths & Weaknesses	<b>5. Choose</b> Make Choices Without Guilt
<b>2. Speak-up</b> Express Your Opinions & Be Heard	<b>6. Expect Results</b> Hold Others & Yourself Accountable
<b>3. Set Boundaries</b> Set Clear/Strong /Appropriate Boundaries	<b>7. Be Bold</b> Take Chances & Push The Envelope
<b>4. Confront</b> Confront Issues Directly & Without Fear	<b>8. Win</b> Finish First Respectfully & Fairly

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**NGS For Every Right...**

**Nice Guy Syndrome**  
Learn And Understand About The Challenges Associated With Nice Guy Syndrome

**Nice Guy Strategies**  
Personal Strategies For Overly Nice Guys

**Nice Company Strategies**  
Strategies for Organizations That Employ Overly Nice Guys

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**NGS And Also...Nice Guy Whiplash**

When Overly Nice Guys Overreact And Snap?

Me, Myself & Irene  
Jim Carrey - *Charlie*



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**NGS And Also...Nice Guy Whiplash**

When Overly Nice Guys Overreact And Snap?

Me, Myself & Irene  
Jim Carrey - *Hank*



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**NGS** **The Right To Confront**

**The Syndrome**

1. Situational Denial
2. Fear of Disapproval
3. Intimidation

**Nice Guy Strategies**

1. Recognize
2. Humanize
3. Collaboration

**Nice Company Strategies**

1. The Corporate Tool Belt
2. Race To The Conflict

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**NGS** **The Right To Be Bold**

**The Syndrome**

1. Fear Of Failure
2. Comfort Zone Paralysis
3. Attention Avoidance

**Nice Guy Strategies**

1. Audacity
2. Evangelize
3. Step-by-Step

**Nice Company Strategies**

1. Creating A Dive Plan
2. Deepwater Diving

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**NGS** **The Right To Be A Template**

**The Syndrome**

1. Text
2. Text
3. Text

**Nice Guy Strategies**

1. Text
2. Text
3. Text

**Nice Company Strategies**

1. Text
2. Text
3. Text

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**NGS 6 More Nice Guy Rights**

- Filled with Real-world Stories
- Filled with key insights from successful CEOs
- Filled with Nice Guy and Nice Company Strategies
- And more to come...

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**NGS About That Consultant**

**Twelve years Pass**

- Daniel becomes President/CEO of TVA, largest Canadian TV station
- Client turns around the business
- Daniel approaches him on broadcast rights, he agrees only to Daniel

**A Few Additional Years Pass**  
Former client approaches Daniel to run his company as President & COO



Daniel LaMarre  
President & CEO  
Cirque du Soleil

→ **Once Again, Was Daniel Too Nice?**

Client – Guy Laliberté

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**NGS One Last Story**

■ **Stepping Out Of Line**



Jack & Suzy Welch

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The graphic features the NGS logo in a green square at the top left. To its right, the text 'Nice Guy Objectives – Done!' is displayed in blue. Below this, an orange box contains the text 'Thank You For Your Time' and 'Questions & Answers'. To the right of the orange box is the book cover for 'Nice Guys Can Get the Corner Office: Eight Strategies for Winning in Business Without Being a JERK' by Edie Edelman, Tim Hultschmidt, and Charles C. Mang. The book cover has a black top section with a quote, an orange middle section with the title, and a black bottom section with the authors' names. Below the orange box, text indicates the book is on sale July 31, 2008, and can be pre-ordered on Amazon.com and other sites, with the website www.niceguystrategies.com listed.

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