



# **The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success**

*Dr. Tony Alessandra, Dr. Michael O'Connor*

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That's an old and honorable sentiment. A lot of good has been done in the world by people practicing The Golden Rule. As a guide to personal values, it can be a powerful force for honesty and compassion. But as a yardstick for communication, The Golden Rule has a downside.

If applied verbatim, it can backfire and actually cause personality conflicts. Why? Because following The Golden Rule literally treating people the way you'd like to be treated means dealing with others from your own perspective. It implies that we're all alike, that what I want and need is exactly what you want and need. But of course we're not all alike. And treating others that way can mean turning off those who have different needs, desires, and hopes.

Instead, we suggest honoring the real intent of The Golden Rule by modifying that ancient axiom just a bit. We think the key to lasting success in business, and the secret to better relationships, is to apply what we call The Platinum Rule: "Do unto others as they'd like done unto them."

That means, in short, learning to really understand other people and then handling them in a way that's best for them, not just for us. It means taking the time to figure out the people around us, and then adjusting our behavior to make them more comfortable. It means using our knowledge and our tact to try to put others at ease. That, we suggest, is the true spirit of The Golden Rule. So The Platinum Rule isn't at odds with The Golden Rule. Instead, you might say it's a newer, more diversity-sensitive version.

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