

# Brian Fretwell -

Rules we teach that I wish I had known.

**Connection rule #1** - It is really hard for someone to listen to you if they have first not been heard.

- Don't give your opinion, until you have asked the other person for their opinion.
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**Connection rule #2** - It is going to be hard to convince someone to change if they feel like you don't understand them.

- I am not going to take your behavior advice if you don't understand the goals that I am trying to achieve.
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**Connection rule #3** - It is super tough for someone to grow who has not felt **validated** (verb - to recognize, establish, or illustrate the worthiness or legitimacy of.)

- If the last achievement doesn't matter then neither does the improvement.
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**Connection rule #4** - It is super hard for someone to lead if they don't feel supported.

- If I don't think you care, I'm not going to care what you think.

“Change is easier when you focus on the human first”

Brian Fretwell