

DEALING WITH THE “LLOYDS” IN YOUR LIFE

Earlier in my career I took the time to read a few classic books on dealing with extremely difficult personalities and their motivations in business. I thought that it would be interesting to share these ideas with you. Hope you enjoy!

Winning Through Intimidation by Robert Ringer

- *Winning Through Intimidation* by Robert Ringer was a book that explained how people use intimidation as a tactic to gain more power and position over you and to force their agendas in order to move more “chips” to their side of the negotiating table, regardless of who gets hurt and level of fairness.
- “I really meant to cut off your hands at the wrist when you reached for your chips. Even though, I had assured you that was never my intention. Translation...[this person] isn’t sorry, because – in spite of what he may have told you-he never intended for you to get any goodies in the first place”
- “Once you attach your personality to a proposition, people start reacting to the personality and stop reacting to the proposition” A few investors have been swayed into the proposition that Point Center Financial did something wrong rather than being a victim of the real estate market, like many other companies. Lloyd, with his alluring personality, has constructed a large volume of false allegations with little or no evidence. History buffs may recall that many alluring personalities have led groups of followers off of dangerous cliffs

Swim with the Sharks Without Being Eaten Alive by Harvey Mackay

- “The most important term in any contract isn’t the contract, it’s dealing with people who are honest”
- Written agreements spelling out the terms and conditions of what both parties want and expect will go a long way to eliminating conflict.
- It is amazing how some people will squirm and squirm over the interpretation of their original written agreement and disclosures in an effort to move more chips to their side of the table.
- I have observed that Point Center Financial has put a lot of time and effort into thorough written agreements, fully disclosing the material facts and risks and educating their investors throughout the process.

What They Didn't Teach You at Harvard Business School by Mark McCormack

- “Know the particulars. You can't take an edge until you have first taken a look at the facts. Facts alone won't guarantee you an edge, but they can protect you from handing it over to someone else. Unless you know all or most of the pertinent givens of the situation, you are dealing from a partial deck.”

Lloyd clearly has orchestrated a fundamental self serving foundation using a “partial deck”

- Once you have determined the strength of a person's ego, you can cope with a range of pragmatic questions...Does he deal with the facts as they are or as he would like them to be? And, most important of all: How secure is this person?”

Lloyd's idea is that if he repeats a false illusion enough times, a certain number of people will start believe it as fact.

- “I am a great believer in “stepping back,” in taking a moment to place any significant business event – good or bad – in a larger perspective.

The fundamental question is the difference in Point Center's efforts to protect the interest of the investors and are they truly in their best interest as opposed to Lloyd's pursuits.

- “The real self - ones' true nature - can't change color to suit its environment. In any ongoing business situation, sooner or later –either subliminally or out in the open – you are going to find that you are dealing with that person's real self”

The introduction of www.lloydchartoninvestigation.com has gone a long way to reveal the real Lloyd Charton.

- “Business situations always come down to people situations” and Lloyd is dragging investors along for the ride notwithstanding his self-serving motivations.
- “In most business situations there is usually more to see than meets the eye, a whole level of personal dynamics operating just beneath the surface”
- “The size of someone's ego is by far the easiest thing to figure out about him.”
- “Laughter is the most potent, constructive force for diffusing business tension...I've never seen it fail”