

# From the President's Desk

## ‘How to Win Friends and Influence People’ while becoming truly invested in our future

Author Dale Carnegie, who bore no relation to steel tycoon and noted philanthropist Andrew Carnegie, was a 20th century success story in his own right, penning one of the best-selling books of all time and a cornerstone of the self-help genre.

The book, “How to Win Friends and Influence People,” has sold more than 30 million copies worldwide since its original publication in 1936 and has been translated into 35 languages since being released nearly 90 years ago.

A prolific writer and gifted public speaker, Carnegie was also the author of “How to Stop Worrying and Start Living,” a 1948 book that carried forward his earlier theme that it is possible to change other people’s behavior by altering your behavior towards them. This core principle of Carnegie’s teachings revolved around his vision that real transformation begins from within.

Born on a small farm in Missouri, Carnegie showed an early talent for public speaking, eventually becoming a teacher of the craft in New York. When he encountered students who suffered from stage fright or were terrified of speech-making, Carnegie reportedly suggested that they just walk up to the lectern and begin talking about “something that made them angry or particularly happy.”

His suggestion served as a magic potion, giving a sudden shot of confidence to those who previously dreaded the thought of speaking before a public audience.

It also provided Carnegie with special insight on how to foster positive relationships and effective persuasion, skills he used to great advantage in building his business empire.

His “Win” and “Influence” techniques were based on “avoiding criticism; showing genuine interest in others; remembering names; being a good listener; talking in terms of the other person’s interests; making them feel important; and handling arguments by seeing their point of view.”

Over the years, Carnegie’s timeless principles have helped millions tap into their full potential while gaining trust and respect as a leader who values other ideas and opinions.

When Primerus was founded more than 33 years ago, we built an organization that mirrored many of Carnegie’s principles, developing our “Six Pillars” as the guideposts on how best to operate in a legal and business world where the benefits of integrity, quality, value, competency, civility, and service are highlighted. Melded together, those qualities and concepts comprise the



backbone of Primerus and serve as the standards to which we – both as a group and as individual member firms – are constantly measured.

Those standards will be on display October 9-11 when we gather in the New Mexico capital of Santa Fe for the 2025 Primerus Global Conference. The three-day event will feature the theme of “Best Strategies for Challenging Times,” and will place a special emphasis on the marketing of legal services, highlighting the continuing investments that Primerus has made in that area for the benefit of members.

Those who attend the conference also will have the opportunity to participate in a series of roundtable discussions on attracting and retaining legal talent, developing the future leaders of your law firms, the use of artificial intelligence, and the need for enhanced cybersecurity measures.

Of utmost importance, this year’s Global Conference will deliver a three-part message that serves as a metaphor

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to the greatness of Secretariat, the 1973 Triple Crown winner that captivated the horse racing world by shattering records in the Kentucky Derby, Preakness, and Belmont Stakes.

The story of Secretariat is the stuff of legend, as the colt owned by Smith College alumna Penny Chenery overcame the odds to win each leg of the Triple Crown in record-breaking fashion, capping the feat with an astonishing 31-length victory at the Belmont.

The horse, affectionately known as "Big Red," was found during a necropsy to have a heart that was as good as gold, measuring nearly 2.5 times larger than the average horse's heart. The unusually large and powerful heart is believed to have been a significant factor in Secretariat's exceptional speed and stamina, which was demonstrated by his awe-inspiring run in the Belmont.

Secretariat's legacy of excellence can serve as inspiration to all of us as we embark on the next chapter in the history of Primerus, continuing our efforts to become a trusted household name in markets around the world.

That goal begins with you and your willingness to take an active role in building the Primerus brand, one that has been burnished over the past three decades by members who have selflessly shared their time and talents for the good of the organization (and the legal profession).

A desire to invest in the future of Primerus can help accelerate our growth as a global entity that supplies the infrastructure for independent firms to compete on an equal footing with the giants of the legal world. It also carries the promise of enhancing our standing as an international society of law firms

that cherish the rule of law as well as the concepts of freedom, liberty, and equality.

Our collective belief in those values affirms a commitment to utilizing innovative approaches to expand our global footprint, ensuring that the next generation of Primerus leadership is equipped with the tools to fulfill our mission to uplift the legal profession. And, in the spirit of Dale Carnegie, to continue to "win friends and influence people" around the world for decades to come.

Best regards,  
**Jack Buchanan, President**