

Foreword by Jay Leno

**THE POWER OF
NICE**

How to Conquer the Business
World with Kindness



Linda Kaplan Thaler and Robin Koval

20 The Power of Nice

Fair, he might have ended his days as a street vendor. Hamwi noticed that a nearby ice-cream vendor ran out of bowls to serve to his customers. Most people would have sniffed, "Not my problem," perhaps even hoping the ice-cream vendor's misfortune would mean more customers for him. Instead, Hamwi rolled up a waffle and plopped a scoop of ice cream on top, creating one of the world's first ice-cream cones. He helped his neighbor—and, in the process, made a fortune.

That's the beauty of helping other people to get theirs—you often help create a bigger pie in the bargain. By choosing to mentor a young person, you might discover some ideas about business that will help clarify your own goals and values. When Shira Miller was the marketing director for a large food and nutrition company, she noticed that one of her sales support specialists had enormous talent. So Miller brought her into the public relations department and helped her develop her skills. After Miller left the company to start her own PR firm, she continued to offer her friend advice and career-development tips. Now Miller's protégée is the director of corporate communications for Focus Brands, the parent company of Carvel Ice Cream and Cinnabon—and Carvel is currently one of Miller's strongest clients. "Mentoring and developing my employees is something that has always brought me great personal satisfaction. But I had no idea it would also bring me clients!" says Miller.