

# How To Be A Dick

Your Guide To Success

Richard Sage

# How To Be a Dick

Your guide to business success

©2012 Richard Sage

This version was published on 2012-05-31



This is a Leanpub book, for sale at:

<http://leanpub.com/howtobeadick>

Leanpub helps authors to self-publish in-progress ebooks. We call this idea Lean Publishing. To learn more about Lean Publishing, go to: <http://leanpub.com/manifesto>

To learn more about Leanpub, go to: <http://leanpub.com>

## **Tweet This Book!**

Please help Richard Sage by spreading the word about this book on Twitter!

The suggested hashtag for this book is #howtobeadick.

Find out what other people are saying about the book by clicking on this link to search for this hashtag on Twitter:

<https://twitter.com/search/#howtobeadick>

# Contents

Acknowledgments	i
Preface	ii
Introduction	iv

# Acknowledgments

This book would not have been possible without the support and contributions of the following people; Natasha Sage, @fenogical, @tabforbes, @tametech, @LoneGunmanUK, Carl Warrent, Nick Sage, Kristy Tsunami Hartless, Rob Cook, Matt Wilkins and special thanks to Leigh Ramsden for proof reading.

and the inspiration of a whole lot of dicks!

# Preface

The idea for this book had been bubbling around in my head for a while. I was spurred into writing it one day after enjoying yet another interaction with a dick whilst at work. I think everyone at some point during their working life comes into contact with dicks, for some the ratio of this exposure to dicks is low. For others its unfortunately high. Luckily for me my ratio is pretty good but I'm very aware that some aren't so lucky. This became very clear when, once I decided to start writing this book, I asked my twitter followers for examples of 'how to be a dick' and got a steady stream of responses, some of which have ended up in this book.

So what is a dick? Well, as the label suggests they come in all shapes and sizes, but I guess there are a few key attributes. To be a dick you must:

- Think there is no finer sound than the sound of your own voice
- Know that you are right all the time
- Take any opportunity to show other people the last two bullet points
- Know that the only use for other people is to help you achieve your goals

We probably all demonstrate behavioural attributes of dickishness every so often in our working life. Whether because of stress, anger, anxiety or just a momentary lack

of self-awareness (I know I have). The difference between a 'normal' person and a dick is the consistency of the dickish behaviour that is produced by the dick. If we make an assumption that all people not somewhere on the autism spectrum, share a baseline level of self-awareness about their actions and how they might be interpreted by other people, then people who consistently act like dicks must at some level deep within their minds understand that their behaviour is dickish. If this assumption is true then at some level dicks must want to be dicks! This got me thinking about writing a parody of a normal business/self improvement book, written as a manual for those wanting to understand how to truly become a dick or improve their dickishness.

I will be making regular updates to this book as this book will hopefully evolve into the ultimate manual for being a dick, if you want to share your experiences of dickness, or just feedback on the book on twitter then feel free to use to the #howtobeadick hashtag.

# Introduction

John Rambo once said

“To survive a war, you gotta become war”.

The modern world of work is a warzone. Mergers, acquisitions, layoffs, offshoring, restructures, redundancies; there are no colleagues or teammates there is only competition. How do you stand out and shout “Me Me Me!” clearly in this tempestuous world?

The answer is simple, Darwin was wrong, its not survival of the fittest. In business it’s survival of the dickest.

By breaking down the world of work into essential areas such as meetings, communication, interviews and projects, this book is an essential guide on how to be a John Rambo in business. How to become a dick.

Before we get started there are some key principles that you need to internalise if you are to truly become a dick.

1. Your mum (or ‘mom’ if you are American) knew what a special little boy/girl you are, shockingly no-one else has this intuitive insight. It is your number one priority to inform them.
2. You are always right.
3. When things go well you are responsible.
4. When things go wrong you are not responsible.
5. Failure is to be tolerated, as long as it looks like someone else caused it.



6. Your colleagues are not real people with thoughts and feelings. They are either obstacles to your success or rungs on the ladder to it and you know what you do with rungs don't you?
7. You know in old cartoons when a character had a moral dilemma and a devil and angel appeared on its shoulders? Right, well losers listen to the pussy in White. Remember, go Red to get ahead.

Right, lets get cracking, the sooner you read this, the sooner you win!