

# How can an organization attract people?

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<https://www.quora.com/How-can-an-organization-attract-people/answer/So-Crates-6>

You may need some sort of philosophy, but that will not help you very much, and it could get you in trouble. The belief systems of happy, healthy, attractive, loving communities can be pretty wacky. On the other hand, people may share a highly rational, insightful philosophy, yet may fail to love each other. It is NOT the philosophy. People might be attracted to a teaching, but they remain only where loving kindness is practiced.

Only try to lead and teach people how to live once you have mastered your own self, or are at least committed to working on it. No one is fit to govern (or guide) other people until he learns to govern himself.

But every leader, spouse, coach, messiah et al., can save the world in a small (or big) way by doing the following:

Here is a List based on a video by Kate Tsubata. She used the Harvard Study on why organizations fail. This lists community traits that attract people, keep them participating for the long term, and potentially become true friends. This is a group which you could happily invite anyone to. If it is a business, then employees would have high morale focused on helping each other develop the required skills to fulfill the company's goals. If it is a church, spiritual group, or particular interest club, members would be happy to invite others to group meetings. If it is spiritual, visitors could easily find God, grow spiritually and invite more people. This applies not just to churches or spiritual movements, but to any organization: new company startups, ongoing enterprises, clubs, sports teams, gun clubs, peace clubs; you name it.

## HOW TO BE ATTRACTIVE

1. Do not prioritize the organization over people. Value each person – honor and encourage their personal goals
2. Do not insist on conformity – value a diversity of interests
3. Always be exciting, and stage the unexpected; otherwise, people will get bored.
4. Do not resist new ideas. Be fascinated by opinions that differ from yours. Never argue with a person, but instead ask them questions. If you ask sincerely, trying to understand why a person believes the way he does, you will likely give them more attentiveness than anyone has in years.
5. Be open – Listen and seek diverse views
6. Do not prioritize obedience

7. Do not be transactional (I will do for you if and after you do for me). True Love is living for the benefit of others, sometimes even at the expense of one's self.
8. Practice True Friendship: 2500 years ago Aristotle defined this as when person A cares only for the best for person B, including encouraging them to develop excellence in character, aspiration to goodness, and to flourish in their lives spiritually and in their careers. And Person B cares for Person A in the same way.
9. Do not treat people differently based on their position, money, or power. Affirm each person's value.
10. Do not misuse people's time; respect their time and optimize it
11. Do not talk much about what you intend to do – Do first, then tell. Show; don't tell.
12. Do things together often; make many small groups purposed to do things together (not just pray or study or sell or sweat)
13. Find out what people like and get them involved in activities associated with their interests.
14. FOCUS on the quality of the experience – DO NOT FOCUS ON NUMBERS – quality brings new friends; number goals divert from quality and do not work well.
15. Do not centralize power in a few; recognize that all have ability and share ownership.
16. Disperse responsibility and give people freedom to fulfill in their own way.
17. Repeatedly ask yourselves: How can our organization be more personally rewarding for the members? People need to feel like they are gaining something of value to come back.
18. Ask continuously: Can your organization help its members build great relationships? People get involved where their friends gather.
19. Eat together often. Commensality means eating and drinking at the same table. It enhances and enables a culture of love by creating, building, and maintaining meaningful relationships. People bring food and share. Especially essential is parents eat meals with children as much as possible. No going to one's room and eating by one's self. That is a dangerous habit and sets up bad conditions for family harmony in the future.
20. Seek to heal the sick. Visit them. Care for them. Call them. And serve them to health.
21. When someone has a problem, others pitch in to help. So people do not hide their sufferings; they share them.
22. Whenever people go through a life change — moving, recovering from illness, looking for a job, choosing a college, retiring, or the like — realize they need friends, listeners, advice and counseling to make the best life choices.

23. Sing a lot.

24. Laugh a lot

25. Do not reservoir (pool) money or hide it in bank accounts or in unused property. Money should flow like water. Everyone together decides what is needed and works together to raise money and spend it, build it, and utilize it. Then do not raise money for no clear, no pre-agreed upon purpose. In this kind of organization, when the leadership thinks they need money for a particular project, they first ask for everyone's input and agreement. Let many plan that project. They will refine the plan better than one leader. After members discuss it and agree, they will find ways to fully fund the project as friends.

26. If the organization is not a business (like a spiritual group, church, club, sports team, or the like), then do NOT try to make it do business. Encourage your members to do well in their private businesses, careers, and professions, and help members become successful. If your members are financially successful, then they can donate. Churches do very poorly when they split their purpose by also doing business. If a spiritual organization feels it needs a business (bookstore, printing, healthcare, and so forth), then hire the best professional for the job, not a volunteer. Business is only for professionals and experienced people who know what they are doing. To do otherwise will waste people's time and money.

Do these things, and you'll attract people who will all become friends, and you will help your people to experience loving kindness, grow spiritually, and become successful.