

How to Become Effective

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I was just at the stage of considering how I could most effectively employ the remaining part of my life when I spotted the book *The Seven Habits of Highly Effective People* by Stephen R. Covey (Simon & Schuster) in a bookshop and knew I had to have it. Having read it, I think it is probably the most important and almost certainly the most powerful book I have read yet. Certainly it is the most important since *Progress and Poverty* and, don't look now, but it might just be the one that liberated the forces that might enable Georgist principles to be put into practice.

Quite clearly, Georgist principles will not be put properly into practice in this or other countries until there is a substantial change of ideology on the part of those in authority and the relevant issue the matter of differing personal paradigms (patterns of perception) between one party and another - is one of the matters dealt with early on in this book.

The bulk of the book is concerned with developing the habits and understanding necessary for effective interpersonal relations in both business and family situations but the principles described are of universal application in all situations involving interactions, either between individuals or between groups of people.

Potentially of the most interest to the Georgist movement may be the method of using what is called "synergy" in Chapter 6 whereby, it is said, negative forces restraining growth and change can actually be nullified and (it is claimed) turned into assisting ones!

Mr. Covey's approach is principled and holistic; he obviously has great knowledge of and perception into his subject and his writing is clear and coherent, whilst numerous personal anecdotes leaven the text and illustrate its subject matter/ The book is formulated in such a way that it may be used sectionally for reference purposes in repeated fashion but in reading it straight through as a normal book, as I did initially, I found it necessary to take it in fairly small "bites" owing to the considerable amount of "food for thought" it provides.

Georgists have long wondered why they are not effective in getting their ideas across to the world at large; it is possible that this book provides both a large part of the explanation and at least one of the answers to the problems involved.