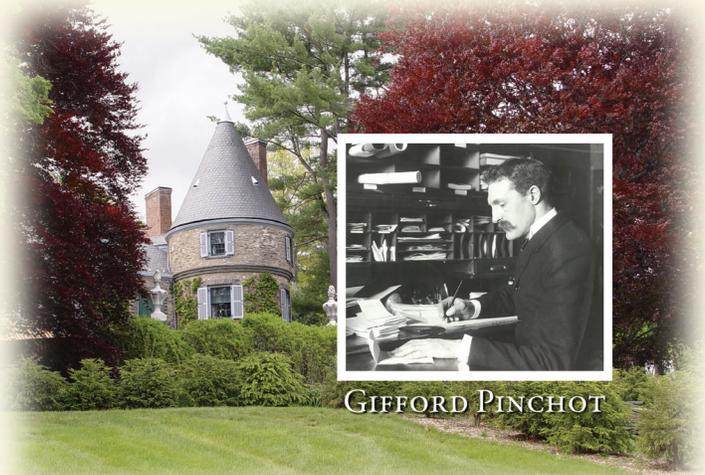




# GIFFORD PINCHOT'S – 11 MAXIMS PINCHOT'S GUIDE TO THE BEHAVIOR OF FORESTERS IN PUBLIC OFFICE

1. **A public official is there to serve the public** and not run them.
2. **Public support of acts affecting public rights** is absolutely required.
3. **It is more trouble to consult the public than to ignore them**, but that is what you are hired for.
4. **Find out in advance what the public will stand for.** If it is right and they won't stand for it, postpone action and educate them.
5. **Use the press** first, last, and all the time if you want to reach the public.
6. **Get rid of the attitude of personal arrogance** or pride of attainment of superior knowledge.
7. **Don't try any sly, or foxy politics**, because a forester is not a politician.
8. **Learn tact simply by being honest and sincere**, and by learning to recognize the point of view of the other man and meet him with arguments he will understand.
9. **Don't be afraid to give credit to someone else even when it belongs to you.** Not to do so is the sure mark of a weak man, but to do so is the hardest lesson to learn. Encourage others to do things; you may accomplish many things through others that you can't get done on your single initiative.
10. **Don't be a knocker.** Use persuasion rather than force, when possible. Plenty of knockers are to be had. Your job is to promote unity.
11. **Don't make enemies unnecessarily and for trivial reasons.** If you are any good you will make plenty of them on matters of straight honesty and public policy and will need all the support you can get.

– Originally proposed by Gifford Pinchot during his lectures at the Yale School of Forestry, 1910-1920



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