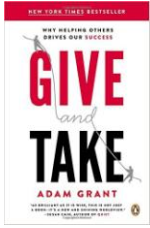


CBODN: In The Know Recap



11/8/17 Summary *In The Know* Summary

Give and Take: Why Helping Others Drives Our Success by Adam Grant

What did we discuss?

Our November 2017 session focused on [*Give and Take: Why Helping Others Drives Our Success*](#), and an enlightening discussion led by Sally Colella. As an executive coach and leadership educator, Sally has conducted groundbreaking research on women in leadership, and is currently a research coordinator with Rob Cross' Talent Leadership and Change Research Consortia. She's seen first-hand how helping others impacts leadership, making her an ideal speaker for this discussion.

Focus attention and energy on making a difference in the lives of others, and success might follow as a by-product.

-Adam Grant

In the book, Mr. Grant emphasizes the importance and impact of interaction, and how different interaction styles can either enhance or take away from productivity or performance. He encourages outwardly-focused, positive interactions, but recognizes the need to balance the roles of “giver” and “taker.”

How did we dive deeper into the subject matter?

Sally took the group through Grant's three reciprocity styles, and challenged attendees to recognize traits in themselves: Givers, Takers, and Matchers:

- **Givers** are typically happy to share their time and energy with those who can benefit. They expect nothing in return and are focused on the benefit of others.

- **Takers'** view of the world is, "If I don't look out for myself no one else will." Their interests come first, period, and they see no benefit in sharing knowledge or resources to help others unless it also benefits them.
- **Matchers** are the favor collectors. They toe the line, and don't help out of altruism like a Giver. Instead, they choose to share and give if they're sure they'll be getting something in return.

The group then discussed which of these styles they think is the most successful, and why. Each style carries risk and benefit, and while Givers seems like the optimal style, too much Giving may not lead to success. According to Grant, "Success involves more than just capitalizing on the strengths of giving: it also requires avoiding the pitfalls."

Being a giver is not good for a 100-yard dash, but it's valuable in a marathon.

- Chip Conley, renowned entrepreneur and founder of Joie de Vivre Hotels

Takers, on the other hand, may rise by kissing up, but they often fail by kicking down, so they may exist in a state of constantly waiting for the other shoe to drop. Sally explained that regardless of their reciprocity style, people love to be asked for advice, and that new research shows that advice seeking is a surprisingly effective strategy for exercising influence when we lack authority. She also offered follow up actions for attendees to try:

1. Connect 2 people who would benefit from knowing each other. E-mail or speak with each person and if they both express interest, connect them.
2. Do someone a 5-minute favor.
3. Identify something you are good at, and give it away on a volunteer basis.
4. Reconnect with someone you haven't interacted with in 3+ years.

So, what did we learn?

With Sally's guidance, the group concluded that Givers are most likely to be successful. Givers, like good leaders, exhibit traits that attract other people consistently. They:

- Have the broadest and healthiest networks because they connect constantly, not just when they need something
- Are willing to give first and not count return favors

- Develop great reputations and trust
- Can accumulate significant knowledge and experience, since giving exposes them to other ways of working, thinking, and taking on challenges.

However, there is a fine line between being a “champ” by helping others and being a “chump” in which you’re too giving and are taken advantage of by others. Sally explained that Adam Grant coined the term “otherish,” which refers to as Givers who not only care about benefitting others, but also match that focus with ambitious goals to advance their own interests. This balance, if you will, is the secret to becoming successful without burning yourself out.

How can I learn more?

- [Laura’s Blog](#)
- [Give and Take: Why Helping Others Drives Our Success](#) by Adam Grant
- [Start with Why: How Great Leaders Inspire Everyone to Take Action](#) by Simon Sinek
- [The Hidden Power of Social Networks: Understanding How Work Really Gets Done in Organizations](#) by Rob Cross and Andrew Parker