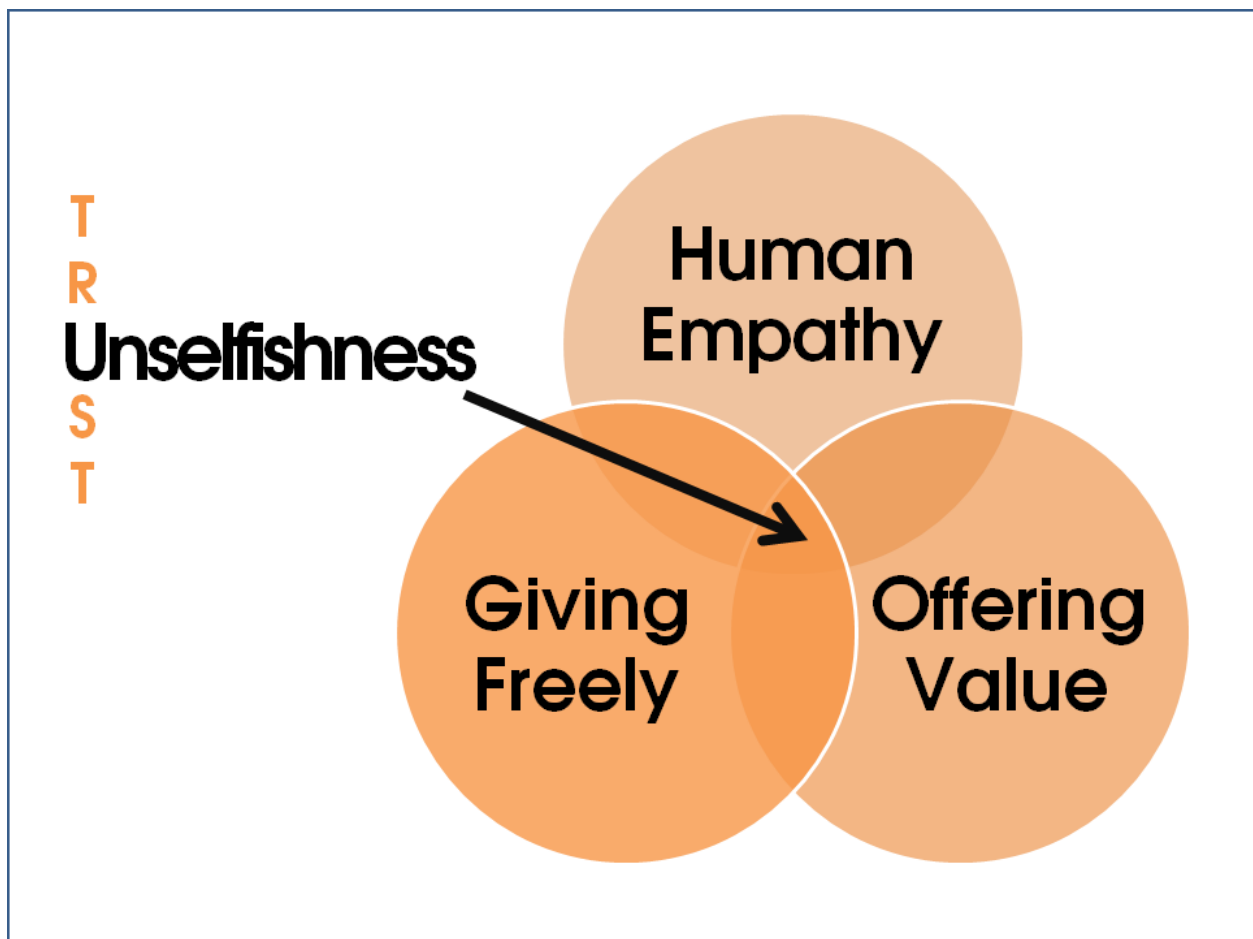


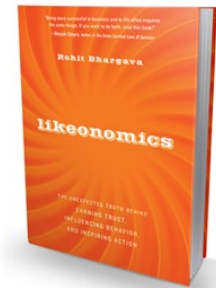
Unselfishness —

The Workbook & Action Guide: How To Be More Unselfish



NOTE: This PDF is exclusive BONUS CONTENT designed for readers of *Likeonomics* by [Rohit Bhargava](#). Learn more about Likeonomics at www.nonobvious.com/likeonomics

How Does This “Workbook” Really Work?



This PDF is designed as an companion to Chapter 6 of Likeonomics. That chapter focuses on Unselfishness and why you need to find ways to be more unselfish in order to be more likeable and build trust.

This workbook is organized into practical advice broken down into the 3 elements of Unselfishness shared at the end of Chapter 6, and visualized in the diagram on the first page of this workbook – human empathy, giving freely, offering value.

Within each element, you will find advice based on the types of activities that you will likely need to do:

1. **Thinking Advice** – Consider this the more “strategic” aspect of being more unselfish. The questions in this section will help you to think through how to be more unselfish.
2. **Doing Advice** – In many situations, being more unselfish requires more than just changing your own behaviour. Often you need to influence others or perhaps change an entire business culture. This is the “tactical” side, and here you will find ideas for how to take your thinking and really bring it to life.

Human Empathy = *There is no substitute for actually caring, and that requires a level of empathy where you can relate to someone on a human level.*

Human Empathy: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
What emotional state are the people who interact with you typically in – and are you finding ways to be sensitive to that?	Almost any experience we have, particularly those involving shopping for and purchasing a product or service involve an emotional state. Sometimes it is more distressed and other times it is more calm and hopeful. Pregnancy test, for example, are sold with two different types of packaging, because people buy them out of hope or out of fear. You can't use the same package for both and demonstrate the right empathy for their situation, so they use two.
Have you taken the time to actually go through your experience that you offer to customers or others for yourself?	It is easy to forget how to see your business or personality through the eyes of others. If you have a business, consider how you might be able to go through the same experience that your customers have. For yourself, sometimes finding the right situations where you can somehow watch yourself or ask a trusted friend to do it for you can help you uncover whether you are interacting with others with a real understanding of what they are going through, or not.

Think about 3 ways TODAY that you can demonstrate KINDNESS to the people or customers that you interact with. Write them down and commit to doing them tomorrow.

Giving Freely = True unselfishness requires giving without expectations for something in return. Nothing can poison an unselfish act quicker than the sense you are only doing it in exchange for something else.

Giving Freely: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
What are the ways that you could most effectively give freely to the people who matter to you or that you would like to help?	We each have three ways that we can give freely, and most of the time you only hear about two of those ways: donating money, or offering time. The third way is access – connecting the right people together, and that often can have the most profound impact because you have helped two people who should know each other to make the connection. Whatever way you decide to give freely, the core idea is that you MUST do this without an EXPECTATION of something in return.

Consider the three methods of giving freely (donating money, offering your time, or making connections) and think about three ways that you can do any one or all of the three this week. Write them down and commit to following through on them within a week.

Offering Value = *When you can offer value through answering a question or providing a service in an unexpected way, you can make unselfishness tangible in a powerful and necessary way.*

Offering Value: Advice For Thinking

Question To Ask ...	What Your Response Will Tell You ...
Are you proactively answering questions that people are asking?	One of the best ways to offer value back to people is to proactively answer the questions that they are asking. This may be online through social media or through real life interactions. Either way, answering questions is a great way to provide value.
What are the short term incentives or thinking in your life or business that you can break down?	Many times we create incentives either for ourselves or teams at work that force people to actively avoid offering value. Look around at the situations you are working and interacting in. Are there incentives set up where people must avoid doing anything in an unselfish way for fear of "giving something away?" What about offering people flex time – similar to how Google and other employers might in order to explore new ideas and ways that people can offer more value beyond their jobs?

Offering value can often lead to innovation and new ideas. What are some ways that you can remove the barriers in your organization or life to enable you and others to act in a more unselfish way to offer value back to people?

How To Be Unselfish: Advice For Doing

- ✓ **Buy your own product and then fix the process** – One of the biggest reasons that “human empathy” is missing from purchase processes with endless terms and conditions and six steps in order to complete a shopping cart is because real people who might be in a position to fix the issue rarely take the time to understand the problems. One of the easiest ways to do this is just to go and buy your own product. How are you treated? What is the experience really like? Doing this will quickly give you an inside view of the experience you are offering to your customers and give you the ability to fix it.
- ✓ **Avoid the zero sum game, and help everyone** – We all face competitive situations where we may have a natural reluctance to behave unselfishly or give anything away freely because we are afraid that a competitor will take advantage of our work and generosity. The real challenge, though, is to be unselfish in a way that builds your reputation and actually creates a strategic advantage because you are demonstrating values that make someone more likely to choose to work with you instead of a competitor. The side benefit is that ultimately you may end up also growing your entire category, which is really the rising tide that will create opportunities for everyone in your industry (and you can get a lopsided share of it).
- ✓ **Imagine your big ideal and how you will impact the world** – One of the concepts from Chapter 6 of the book is the big ideaL that my Ogilvy colleagues developed to describe the idea that brands can have a bigger way of describing their impact on the world. This is a useful exercise for any individual as well as a brand of any size to go through. What will your legacy be? What will people think about when they think of you? These sorts of questions immediately lead you into how you might be more unselfish, because they are NOT focused on sales or revenue or any of the more profit-oriented metrics around your personal life or business.
- ✓ **Answer questions people don't ask you** – There are hundreds of questions that people ask each other every day. Thousands more get asked online. Chances are, you have the expertise and ability to answer at least some of them. So why not act on that? Sure it will take some time to do it, but there is no better way of demonstrating your expertise and building up positive goodwill than to answer the questions that people have proactively. In fact, as Turbo Tax found as part of its online tax software, it also makes good business sense ... as the more you do it, the more others are encouraged to do it as well. And so the longer term pressure to always have the answers yourself can be minimized. Not only that, but answering questions builds that unselfish relationship that makes someone much more likely to think of you first when they are in the market for a product or need to engage with someone who has your expertise.

