

Reciprocity



One of the most crucial principles amongst those that we have seen so far is - **Building Reciprocity.**

Let us read on to build a deeper understanding.

Principle of Reciprocity

1. Has an old-time friend called you suddenly to just check on how you are doing?
2. Did you receive a surprise gift from someone, unexpectedly?

These people did something nice for you and now you would like to return the favor by doing something nice for them too. However, do you feel almost obligated to return the favors? Think about it !

This is the basic **Principle of Reciprocity** - we try to repay, in kind, for the favors extended to us. Human's thrive on this give and take relationship.

Let us understand and explore more examples about reciprocity and its principles.

- **Video** - [What is Reciprocity?](#) – 2mins 30secs
- **Article:** [How the Norm of Reciprocity Works](#)
- **Video** - [Robert Cialdini on the importance of reciprocity](#) - 2mins



(Right click on the link and open in a new tab/window)

Reciprocity at Work

Reciprocity is a widespread practice in organizations because it permeates human exchange of every kind, thus promoting learning, improving productivity, and building a climate and culture of trust at workplace.

Reciprocity is an easy and powerful technique to implement at work because most people, enjoy the experience of helping others.

Check out the blog below to know various ways you can use reciprocity to positively influence your colleagues:

- **Article:** [Reciprocity at Work: How to Master Persuasion in Your Workplace](#)

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