

## Reinforcements

Author	Goodreads Link	Rating
Heidi Grant	<a href="https://www.goodreads.com/book/show/39085801-reinforcements?ac=1&amp;from_search=true&amp;qid=vVeFtV6Fuf&amp;rank=1">https://www.goodreads.com/book/show/39085801-reinforcements?ac=1&amp;from_search=true&amp;qid=vVeFtV6Fuf&amp;rank=1</a>	**

## Favorite Quotes

When we choose to do something because we want to rather than because we have to, then it is called intrinsic motivation and this is the best way to do anything

## Overview

Humans have a natural instinct to help others.

Imagine walking up to a stranger on the subway and asking them for their seat. What about asking a random person on the street if you could borrow their phone? If the idea makes you squeamish, you're not alone--social psychologists have found that doing these very things makes most of us almost unbearably uncomfortable.

But here's the funny thing: even though we hate to ask for help, most people are wired to be helpful. And that's a good thing, because every day in the modern, uber-collaborative workplace, we all need to know when and how to call in the cavalry.

However, asking people for help isn't intuitive; in fact, a lot of our instincts are wrong. As a result, we do a poor job of calling in the reinforcements we need, leaving confused or even offended colleagues in our wake.

This pragmatic book explains how to get it right. With humor, insight, and engaging storytelling, Heidi Grant, PhD, describes how to elicit helpful

behavior from your friends, family, and colleagues--in a way that leaves them feeling genuinely happy to lend a hand.

Whether you're a first-time manager or a seasoned leader, getting people to pitch in is what leadership is. Fortunately, people have a natural instinct to help other human beings; you just need to know how to channel this urge into what it is you specifically need them to do. It's not manipulation. It's just management.

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## Notes

There are 5 types of pain coming out of social threats:

- Pain from status threats - Standing out in the groups
- Pain from Certainty threats- Lack of predictability
- Pain from autonomy threats - Lack of control
- Pain from relatedness threat - Lack or loss of connection
- Pain from fairness threats - Lack of equitable treatment.

Asking for help is something we avoid because it can cause all the five pains at once. By asking for help we sub-consciously feel that we have lowered our status - We don't know the Outcome hence we lose certainty and in turn lost the control as well. If they answer no then we neither feel relatedness, nor it will feel fair. Hence We avoid asking for help like a plague

[www.freerice.com](http://www.freerice.com) is a very real game for charity and it has proven that giving feels good inside and we want to do more of it

In general people want to help more, give more, specifically the second time (even if they have helped the first time). This is due to cognitive dissonance. Human brain loves consistency and holding conflicting views about someone is inconsistent and hence this causes a kind of psychological pain known as cognitive dissonance.

When we choose to do something because we want to rather than because we have to, then it is called intrinsic motivation and this is the best way to do anything

Instead if we do something because you are compelled to do something then you don't do it whole-heartedly. So any such compelling comes out as control and removes the joy of helping others..

4 steps of asking for help:

- The helper needs to notice that you need help
- The helper needs to believe that you desire help
- The helper needs to take the responsibility for helping
- The helper needs to be able to provide the help you need.

Ways by which we make asking for help weird

- We oversell the empathy angle.
- We keep apologizing because we are asking for help.
- We use disclaimers like I'm not that sort of a person who will ask for this
- Emphasizing how much the other person will love helping
- Portraying the help we need as a very small effort.
- Reminding people that they owe you one
- Talking about how much the help will benefit you rather than telling the helper kind he or she is

Instead, when you ask for help, focus on things that reinforce helpful behavior:

A sense of being part of the shared purpose

- Understanding group membership and when & why we see other people as members of our group (or not), is essential because it is one of the single best predictors of who is - and is not - likely to help you.
- A sense of being in the same group as another person, reinforces our desire to help them. It is unfair but once you understand how to counter them, then you can handle them
- We can choose to emphasize the categories we want 'like being on the same team or working together toward the same goal'. This makes the

brain switch to using that as the basis for concluding who is in I who is out.

### A positive sense of identity

- People have a strong need to see themselves as good people. A +ve. sense of identity is a powerful reinforcer % the behavior.
- When confronted with evidence that we are not good people than we tend to discount it. If we are given the opportunity to see ourselves as good people rather than someone who occasionally do good, than we seize upon it
- When providing positive re-enforcement, put the emphasis on the kind of person the helper is and how providing you with support expresses who they are.

### Ability to see the effectiveness of one's own actions

- People want to know if they have made a difference if they feel that they have not then they get demotivated entirely
- This desire to feel effective when you are helping is an essential reinforcement
- When you ask for someone's help make sure they understand what the impact will be later on follow-up and let them know the results of their efforts.

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