

# KINDNESS

It scales better than competitiveness, frustration, pettiness, regret, revenge, merit (whatever that means) or apathy.

Kindness ratchets up. It leads to more kindness. It can create trust and openness and truth and enthusiasm and patience and possibility.

Kindness, in one word, is a business model, an approach to strangers and a platform for growth.

It might take more effort than you were hoping it would, but it's worth it.

**Kindness  
Scales**

# SCALES