



Companies prosper when they tap into a power that every one of us already has—the ability to reach outside of ourselves and connect with other people.

People discover unseen opportunities when they have a personal and empathetic connection with the world around them—that means walking in other people's shoes.

Human beings are intrinsically social people. We are wired to care.

The human brain is structured to put emotion ahead of intellect. When it comes down to it, our so-called sensitive side is what gives us our strength.

The impetus for change often starts with a personal experience that makes us care about someone else.

When you have a real sense of caring for someone, you become compelled to act in their best interests.

If you want people to be interested in you, you should genuinely be interested in other people.

The idea of creating an Open Empathy Organization is to build and propagate a system of human information. It's about every member of an organization having a firsthand sense of what people need, how their company solves those needs, and how what they do as individuals can add or subtract value. When employees can see that their daily activities have an impact on people outside their company, they often become inspired to create more positive impacts.

Case studies examined in the book include: Target, Harley Davidson, Pixar, Nike, and IBM.

