

[THE ART OF GIVING]

MONDAY JUNE 16, 2008

WORK WISE - A fortnightly column by Rahul Kapoor

A good friend of mine invited me to attend a meeting of the largest business networking organization in the world which offers its members opportunities to share ideas, contacts and most importantly, *business referrals*. Their strap line is **Giver's Gain** this is the belief that when business people set goals to help others and honestly work to achieve these goals, they usually gain the most out of the experience, through a reciprocal benefit. The philosophy is that when people focus on others instead of themselves in business networks, it will create an image of one who helps other people. Others will in return want to help them. Thus the 'Givers' are also 'Gaining' from the experience. Isn't that a brilliant idea? I was overwhelmed to see the meeting in progress with all the positive energy flowing and everyone trying to help the other person.

This truly enriching and motivating experience inspired me to write this article. Let's look at the principle of 'Giver's Gain' in other aspects of life. If you smile at someone, in most cases you will get a smile back, if you are polite and courteous with people they reciprocate in the same manner. Likewise if you are rude to someone they treat you the same way, if you get angry with people they get angry with you. The bottom line is what you give is what you get. So you can make a choice about what you want to come to you.

Great spiritual leaders and successful businessmen have always advocated the principle that '*the more you give, the more you will receive*' but most people are too scared to believe that the philosophy works for a common-man and therefore they get too involved in '*taking*' to secure their lives rather than '*giving*' to create abundance; eventually they lead a common life with no great success.

Magic happens in life when you open your heart to '*give*'. Try the following: Every morning ask yourself these questions How can I give today? How can I be of help to someone? How can I make someone happy? How can I make a difference to someone else's life? Do not focus on what you will get in return, just be honest in your approach to help others and incredible things will happen in your life.

Your action can be as simple as smiling at someone, letting someone overtake you in traffic, help someone cross the road, helping a colleague who is running late for a meeting. It could be anything, just remember no action is small.

The indirect benefits of helping others are plenty as well like you will feel good about yourself, your confidence levels will shoot up, you will find yourself more relaxed than ever before, people will start liking you, and the list can go on.

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The beauty of the entire philosophy is that when you help people succeed, they feel grateful and do everything possible to help you succeed as well. There are hundreds of examples of how this philosophy has affected people in all walks of life.

Dr. Abdul Kalam made efforts to reach out to the youth of this country and motivated them to succeed in life. He gave all that he had without any expectations. Today even after his tenure as a President of India, he continues to receive unlimited love and support from the youth. Narayan Murthy of Infosys believed in sharing the profits of the company with his employees and in return he received the faith and ownership from people which helped him achieve unprecedented growth in very little time.

These may be example of some popular personalities but there are huge number of people who are making a difference to others lives by '*giving*', they are from all sorts of background like sports, social service, teaching, business, politics or there are friends, neighbors and colleagues who in their small ways offer to help people in need without any expectations.

However, Giver's Gain principle will ensure that they will all get lot more than they have given to people. Some rewards of giving can be seen / felt right away and some are heading towards you. Remember your good deeds will always bring you rewards. So, go ahead and master the art of giving. Good Luck.