

# WORK THAT WORKS

## THE LAW OF RECIPROCITY



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THE LAW OF RECIPROCITY

THE THEORY



## WORK THAT WORKS

### THE LAW OF RECIPROCITY

Whether you are an owner, a member of management, or a member of the work force, you are a member of a team... and teams always work better when they use the Law of Reciprocity to their favor.

#### NOTES

#### The Definition of the Law

rec-i-proc-i-ty: (res-uh-pros-i-tee)

—noun: 1. a relation of mutual dependence or action or influence

2. mutual exchange of commercial or other privileges

#### The Principle of the Law

The Law of Reciprocity states that what is best for the individual is best for the team and what is best for the team is best for the individual.

#### The Question of the Law

Is what I'm about to do or say the best thing for every person and every project of the team.



THE LAW OF RECIPROCITY

"One of the most potent of the weapons of influence around us is the rule for reciprocation. The rule says that we should try to repay, in kind, what another person has provided us."

Robert B. Cialdini, author of The Psychology of

NOTES

**The Breaking of the Law**

What is it that defeats the Law of Reciprocity?

Pressure...

to look more successful than you are

to not appear as a "company man" or the boss' gopher

to fit in

to cut corners

to bend the truth to your advantage

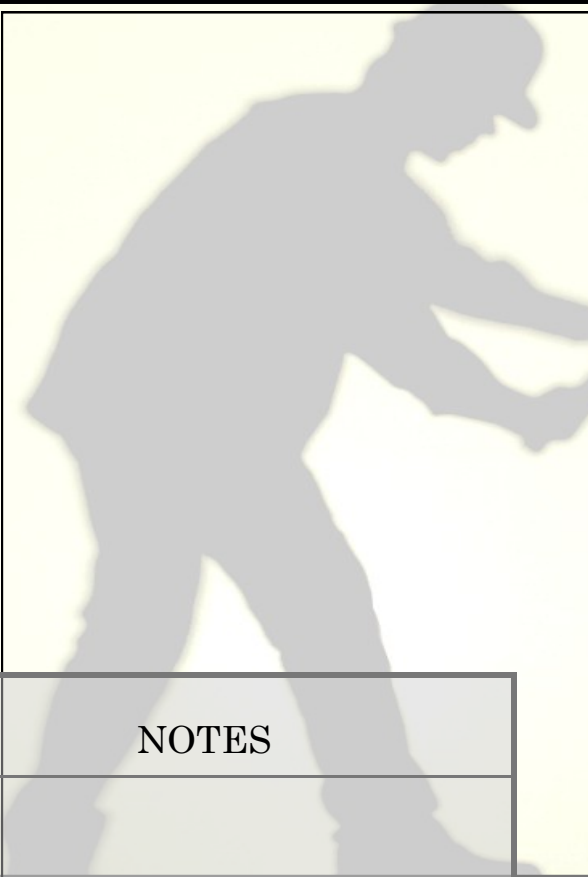
How do we prevent this defeat?

Purpose...

to not make spur of the moment decisions



THE LAW OF RECIPROCITY



“Things that matter most must never be at the mercy of the things that matter least!”  
Johann Wolfgang von Goethe

NOTES

**The Breaking of the Law continued...**

What is it that defeats the Law of Reciprocity?

Pressure...

to look more successful than you are  
to not appear as a “company man”  
or the boss’ gopher

to fit in  
to cut corners  
to bend the truth to your advantage

How do we prevent this defeat?

Purpose...

to not make spur of the moment decisions

to not cave in on the truth

to not take unethical shortcuts

to not dishonor “my word”



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THE LAW OF RECIPROCITY

THE REAL WORLD



## WORK THAT WORKS

### THE LAW OF RECIPROcity

Okay, you've got me, everything so far has been somewhat theoretical. Let's see then if we can get practical. Let's drive this Law of Reciprocity right to where the rubber meets the road.

#### NOTES

#### The Law and our Language

Question: What difference will it make if I give up all words and/or phrases that are either directly or indirectly considered to be crude, rude, racist, sexist, etc.?

Question: Is there ever a true need for any of this language?

Yes or No

Please Explain

Question: What kind of pressure can we receive with regards to this issue?

Question: What kind of priorities can help a person resist the use of this kind of language?



THE LAW OF RECIPROcity

"Treat your inferiors as you would be treated by your superiors."

-Seneca the Younger  
Epistulae morales ad Lucilium 47:11  
1st century

NOTES

**The Law and Hierarchical Respect**

Question: How will choosing to follow the Law of Reciprocity change your actions toward those in roles above you?

Question: How will choosing to follow the Law of Reciprocity change your actions toward those in roles under you?

**The Law and Lateral Respect**

Question: How will choosing to follow the Law of Reciprocity change your actions toward those in roles equal to you?

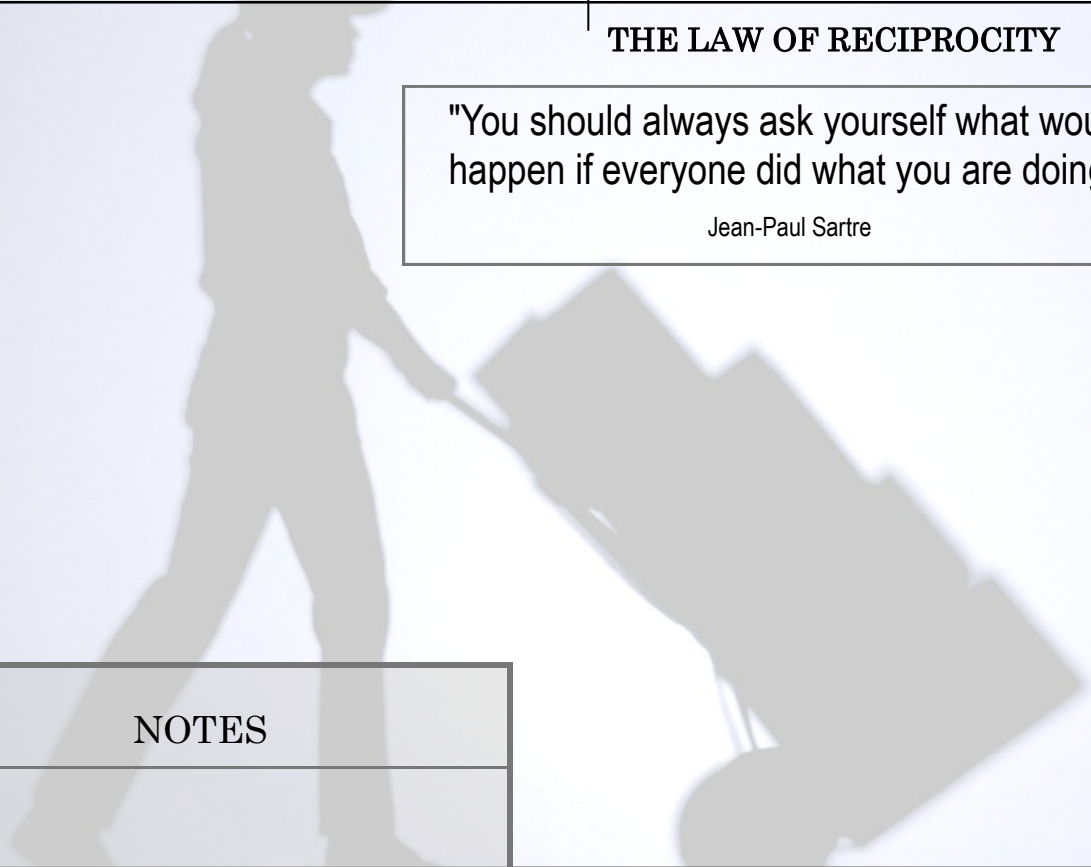




THE LAW OF RECIPROcity

"You should always ask yourself what would happen if everyone did what you are doing."

Jean-Paul Sartre



NOTES

**The Law and Common Courtesy**

Question: How will choosing to follow the Law of Reciprocity change your actions toward the public (i.e. customers, members of other teams, etc.)?

**The Law and the Little Things**

Question: How will choosing to follow the Law of Reciprocity change your actions with regards to the "little white lie" or "what they don't know won't hurt them?"

**The Law and Personal Responsibility**

Question: How will choosing to follow the Law of Reciprocity change your actions toward your innocent or not-innocent mistakes and failures?



THE LAW OF RECIPROcity

“Each man takes care that his neighbor shall not cheat him. But a day comes when he begins to care that he does not cheat his neighbor. Then all goes well—he has changed his market-cart into a chariot of the sun.”

Ralph Waldo Emerson

NOTES

**The Law and Integrity**

Question: How will choosing to follow the Law of Reciprocity change your actions and attitudes with regards to the statement, “You should always act as though you are being watched?”

**The Law and Your Word**

Question: How will choosing to follow the Law of Reciprocity change your actions with regard to “staying the course until the goal is accomplished?”

Question: How will choosing to follow the Law of Reciprocity change your actions with regard to loyalty within mutually defined expectations?

