



# Wired to Care: How Companies Prosper When They Create Widespread Empathy

*Dev Patnaik*

Download now

Read Online ➔

# Wired to Care: How Companies Prosper When They Create Widespread Empathy

*Dev Patnaik*

## **Wired to Care: How Companies Prosper When They Create Widespread Empathy** Dev Patnaik

In this essential and illuminating book, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each of us already has: empathy, the ability to reach outside of ourselves and connect with other people. When people inside a company develop a shared sense of what's going on in the world, they see new opportunities faster than their competitors. They have the courage to take a risk on something new. And they have the gut-level certitude to stick with an idea that doesn't take off right away. People are "Wired to Care," and many of the world's best organizations are, too. In pursuit of this idea, Patnaik takes readers inside big companies like IBM, Target, and Intel to see widespread empathy in action. But he also goes to farmers' markets and a conference on world religions. He dives deep into the catacombs of the human brain to find the biological sources of empathy. And he spends time on both sides of the political aisle, with James Carville, the Ragin' Cajun, and John McCain, a national hero, to show how empathy can give you the acuity to cut through a morass of contradictory information. *Wired to Care* is a compelling tale of the power that people have to see the world through each other's eyes, told with passion for the possibilities that lie ahead if leaders learn to stop worrying about their own problems and start caring about the world around them. As Patnaik notes, in addition to its considerable economic benefits, increasing empathy for the people you serve can have a personal impact, as well: It just might help you to have a better day at work.

## **Wired to Care: How Companies Prosper When They Create Widespread Empathy** **Details**

Date : Published January 1st 2009 by FT Press (first published December 23rd 2008)

ISBN : 9780137142347

Author : Dev Patnaik

Format : Hardcover 251 pages

Genre : Business, Nonfiction, Design, Buisness, Leadership

 [Download Wired to Care: How Companies Prosper When They Create W ...pdf](#)

 [Read Online Wired to Care: How Companies Prosper When They Create ...pdf](#)

**Download and Read Free Online Wired to Care: How Companies Prosper When They Create Widespread Empathy Dev Patnaik**

---

# **From Reader Review Wired to Care: How Companies Prosper When They Create Widespread Empathy for online ebook**

## **Alaeddin Hallak says**

The key message in this book:

Putting yourself in somebody else's shoes not only lets you know how they view themselves and what their needs are, it also opens up a whole new approach for creating, producing and marketing your products more effectively and successfully.

---

## **Keri says**

While I appreciated the underlying theme of this book--utilizing humanity and empathy to create economic prosperity--the book was very redundant. In addition, although the copyright date is 2009, I think it was very out-of-touch with the reality that many companies are more concerned with being fat-cats as opposed to doing right by its employees and customers.

---

## **D says**

Basic concepts on how to run an ethical company.

1. 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.
2. Empathy is an antidote to a world of abstraction. Faced with a deluge of information, people like to boil things down. This puts them in danger of making poor decisions based on incomplete or distorted information.
3. Empathy isn't a new phenomenon. There was a time not so long ago, when there was a broad and deep connection between producers and consumers that allowed everyone to prosper.
4. The quickest way to have empathy for someone else is to be just like them. For companies, the answer is to hire their customers.
5. It's often not possible or not enough to hire your customers. To continue to grow and prosper, you have to step outside of yourself and walk in someone else's shoes.
6. Bringing people face to face triggers a caring response. The emotionally charged memories of that experience can be a guiding light to stay true to the vision.
7. While having empathy for other people is a good thing for us to do as individuals, it's far more powerful when you can create widespread empathy throughout a large organization.

8. When you step outside of yourself, you open up to the possibility of seeing new opportunities for growth.
9. When companies create an empathic connection to the rest of the world, a funny thing starts to happen. The line between outside and in, between producer and consumer, begins to blur.
10. Consistent ethical behavior demands that you walk in other people's shoes. Because of this, Widespread Empathy can be an effective way to ensure the morality of a large institution, more so than any rulebook or code of conduct.
11. Having empathy for others can do more than drive growth. It can also give people the one thing that too many of us lack: a reason to come in to work every day.

Dale Carnegie: How to Win Friends and Influence People

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

The limbic system draws together many elements of the brain to form an overall structure for handling emotional information. Among these are two regions that have particular implications for understanding how we learn to care about other people: the amygdala (processing our emotions and those of other people) and the hippocampus (processing long-term memories).

All business is personal. People, not machines, have their hands on the wheels of the engine of capitalism. And people, not machines, actually buy and use products and services.

Asking someone to work late on his anniversary is a tad insensitive. Telling people who you just laid off to dig through the trash is inhuman. Only by becoming part of a large organization (like Northwest Airlines) that is disconnected from others is it possible to do something so unfeeling.

Clorox sponsored a weeklong series of James Bond movies on TNN called: Bleached Blonde Bimbos Week -- Sponsored by Clorox!

It's obnoxious for any company to cater to male chauvinism, but particularly unwise to insult the people who buy your products, and pay your salary and fund your 401(k) plan. Intuitively, anyone at Clorox could understand this. Getting the company to focus on caring not only constituted a growth opportunity for the company; it also had the potential to make a lot of lives better.

---

### **Tim Shaffer says**

This book aligns well with step one, "Empathy", of Stanford's Design Thinking. I recommend for those who are looking for basic understanding of Design Thinking and real-life examples / application.

---

### **Ciara says**

I have it on good authority that this is the book of the year.

---

## **Helen Waters says**

A very pleasant surprise. Worth reading.

Stands out among the tiresome or possibly hectoring business books that abound. I actually remember most of what I read!

---

## **Sharon says**

"Wired to Care" is one of the best business books I have read to date. Dev Patnaik explains why humans are hard-wired, as it were, to have empathy (including an explanation of the neurobiology of the limbic system) and then explains how it applies to business.

From stories about a young woman disguising herself as an older person (including prosthesis that impeded her movement) to better understand design issues for kitchen tools and public facilities as they impact the elderly, Patnaik's deliberate two weeks in a wheelchair to look at issues from the perspective of a disabled person, and more, the book explains clearly why companies that understand their customers' perspective and thus empathize with them tend to have greater success even during economic downturns.

In my experience, all business people at some time or other fall into the trap of looking at bottom lines and policies instead of the people impacted by the work of their company. Reading this book is a great start toward reversing that trend. In an experience-based economy such as that we now inhabit, empathy and other seemingly unrelated skills are vital to business success.

(Review based on Advance Reader Copy.)

---

## **Nick Richtsmeier says**

An important book, as it points to the heart behind good innovation and organizational design. It lags a little in the "teeth" department as the corporate examples are a little shoddy (e.g. - Harley Davidson is empathetic because it spends lots of time with motorcycle riders).

Perhaps the beef is not so much with the content itself (important ideas here on how companies can become customer-centric), but in the use of the word empathy. Much of what Patnaik describes is not empathy but rather simple understanding. He tries to make the case that our mirror neurons fire and feel what others feel automatically simply by being in the presence of those different than us. This is a gross simplification of what empathy is or what it costs the empathizer, and in my opinion weakens a word that needs its full power.

---

## **Irbe Katr?na says**

Overall I really enjoyed the book and would have rated it with 4 stars since I loved the topic.

I loved the questions that were asked in the end of every chapter. However, it was the most actionable thing

of the whole book. There were many experiences and I enjoyed that as well. Rapid prototyping case, coffee case, Animal Kingdom, Zildjian family.

I loved the idea of going with gut feeling and human to human approach in business. Did not learn anything new about mirror neurons.

However, I honestly wanted to learn more mechanisms of how to trigger empathy in myself and others and I wanted something more actionable.

Anyway, thanks, my brains started to already think on how to implement elements in my life.

---

### **Arjun says**

I was really excited to read this, as a researcher and designer, empathy is key. That said, this book is relatively light; most of the examples I was familiar with, and it felt rudimentary. It's probably a good book for people looking to understand the process of good design, but a design practitioner might not get a lot out of this.

---

### **USA Affordable Properties says**

Good Read.

---

### **Dave says**

I generally don't like business books and this is similar in style: lots of anecdotes and repetitive points with a very weak structure. It's hard to tell where it's going - it's just a series of stories. Sometimes it returns to extend previous stories, which seems like going backwards.

A more useful format might have been to embrace the anecdotes and structure the book around case studies rather than try to point to slightly different parts of a company's story at different times.

It earns a 3 stars because it had a few pragmatic, actionable ideas for project processes that were relevant to an internal initiative. They were helpful seeds to think of additional ideas we could incorporate into our practice.

---

### **Whitney says**

I kept thinking about the church, and how his principles here can be applied to evangelism. Yes, really. Business books are surprisingly applicable to non-business human interaction.

---

## **Marc D. says**

Excellent book for anyone that is leading a team creating services or products for people. The book outlines why empathy in any organization is an important enabler for long term success. What the book is lacking is recipes to achieve this empathy on an organizational level. Probably ok since it varies so much by industry. Here is my summary of the key ideas of the book:

You need to empathize with your customers to really understand their needs first hand rather than just analyzing them through abstract models.

If you are the same person with the same need as your customer this is easy, such as gamers building the Xbox or riders working at Harley Davidson.

But if you have to learn about the needs of others in order to stay or get competitive you need to learn to emphasize even with people that are very different from you.

You emphasize only with others if you personally see or experience their experience. That is because mirror neurons make you experience what they experience.

The limitation is that mirror neurons require first hand sensory input. This allows us to learn from watching or from stories told. examples of this phenomenon are:

- yawning when someone else yawns
- crying when watching a movie

"a great product has to function like a great gift. It's a physical manifestation of a relationship" "when you get a great gift you can't help but feel like the other person knows you"

To really translate your empathy to execution you have to care. When you care you become compelled to act in their best interest. You develop a sustaining source of energy and courage to stick with an idea over the long term.

To make empathy truly widespread, we have to systematically open up an organization to the world around it. To really stick, empathy needs to be part of everyday routine: accessible, quick, and a constant presence. It is important to make empathic information experiential. Sometimes that means encouraging employees to get out into the world, other times it means bringing the outside world in to the office.

When people have an implicit understanding they make better decisions, are able to see new opportunities faster and spend less time and money arguing about decisions that seem intuitive obvious.

Reframing: having a deep sense of empathy can help with reframing. Reframing your business can help uncover growth opportunities. There are three kinds of reframes:

- seeing the world as the people see it themselves (put yourself in their shoes)
- seeing what others can't see (insights in to the needs of others that they themselves can not even describe.

Reading between the lines)

- see a new way to solve a problem.
- 

## **Artur Massana says**

I decided to read this book to document myself for a workshop on innovation. It was recommended in the website of Stanford's D.school. As a philosopher I thought it would be interesting to explore the interplay between ethically loaded concepts such as "empathy" and "caring" and the world of innovation and business. If you plan to read this book I have good news and bad news.

The bad news is that you are not going to find practical tips. The book is more a kind of extended argument to foster empathy throughout the organization and the multiple side-benefits it has.

The good news is that the book is a collection of good business success stories. Most of them are

inspirational although sometimes repetitive.

It is a well-written book, and that's the reason I've given it 4 stars.

And It has also taught me a new word "Needfinding". Cool.

---