

GIVE AND TAKE

A Revolutionary Approach to Success

ADAM GRANT

ADAM GRANT is the youngest professor ever offered tenure at The Wharton School. He has consulted with companies and organizations including Google, the NFL, Johnson & Johnson, Pixar, Goldman Sachs, the World Economic Forum, the United Nations and the U.S. Army and Navy. He has also profiled in a *New York Times* magazine cover story "Is giving the secret to getting ahead?" Before going to Wharton, Adam Grant was an advertising director, a junior Olympic springboard diver and professional magician. He is a graduate of the University of Michigan and Harvard University.

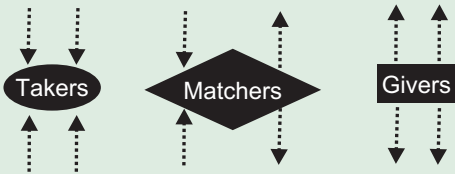
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MAIN IDEA

For generations, it has been assumed the drivers of success in business are: passion, hard work, talent and luck. But today, success is far more likely to be dependent on how well you interact with others.

At work, most people tend to operate in one of three basic styles:



- *Takers* – those who work towards getting as much as possible from every transaction.
- *Matchers* – who aim to even up the ledger and give only as much as they take (quid pro quo).
- *Givers* – the rare breed who go out of their way to help others without expecting anything in return.

As surprising as it may sound, which of these three styles you adopt at work can have a far-reaching impact on how successful you ultimately become. Research has shown quite definitively that over the long haul, the giver style works best. While it is certainly true some givers get exploited and burn out, it turns out the majority of the givers achieve extraordinary results across a wide range of industries.

The lesson is simple. If you want to get ahead in life and in your career, be a giver.

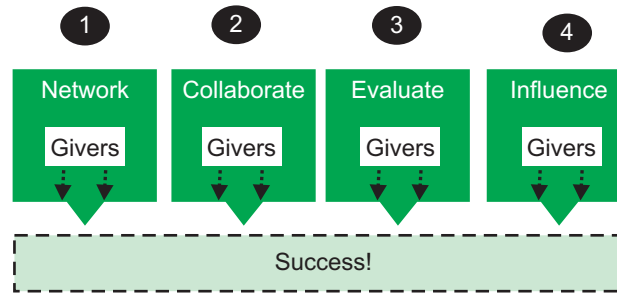
“Let me be clear that givers, takers, and matchers all can—and do—achieve success. But there’s something distinctive that happens when givers succeed: it spreads and cascades. When takers win, there’s usually someone else who loses. When givers win, people are rooting for them and supporting them, rather than gunning for them. Givers succeed in a way that creates a ripple effect, enhancing the success of people around them. The difference lies in how giver success creates value, instead of just claiming it.”

– Adam Grant

The Dangers and Rewards of Giving More Than You Get

1. Why and how givers rise to the top Pages 2 - 5

Successful givers have unique and distinctive approaches to the four key activities of the modern business world:



Thanks to the way they network, collaborate, evaluate and actively seek to influence, givers often rise to the top of the business world. Even if you’re not a giver by nature, picking up on how they do these things has the potential to enhance your own career as well. Givers are doing something right so learn from them and benefit.

2. How the costs of being a giver can be managed Pages 6 - 8

Once you fully understand the benefits of being a giver, your focus will then shift to finding smart ways to manage the costs of doing that. Acting as a giver has the potential to make you end up exhausted and unproductive and at the bottom of the success ladder if you don’t avoid the pitfalls.

Savvy and successful givers:

- 1 **Avoid burnout** – by finding practical ways to give back to the community
- 2 **Overcome the “doormat effect”** – by using smart strategies for giving and acting
- 3 **Avoid being taken advantage of** – by joining an active group of givers

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