



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

Dev Patnaik

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This is the eBook version of the printed book.

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.

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