



daily GOOD

If you want to be incrementally better: Be competitive. If you want to be exponentially better: Be cooperative. --Author Unknown

Why Consistent Contributors Count

Ever wonder why some groups, companies, or communities flourish while others flop? Researchers say it's the influence of a 'consistent contributor'- "a person who always contributes, regardless of others' choices." "The consistent contributor looks for the collective good first and personal good second," explains Risk Management Professor J. Keith Murnighan. The consistent contributor can drive the actions of others, acting as a catalyst for cooperation by altering the perceptions and actions of their fellow group members. They initiate cooperation, leading the way for others to follow suit. "Our research results counter what economists predict," says Murnighan. He points out that rational choice theory can actually become a self-fulfilling prophecy when everyone in a group is suspicious of each other's motives. But in a larger group, if someone consistently acts as a friend, it's easier for others to act as friends and everyone benefits."

Be The Change:

Identify consistent contributors in your workplace - and find out why they are so. See for yourself if they are happier, more recognized or more successful.