



Capitalizing on Kindness: Why 21st Century Professionals Need to Be Nice

Kristin Tillquist

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To be successful in the 21st century global marketplace you need many things--determination, well-articulated goals, and a bit of luck. But more than anything else, you need kindness.

Kindness becomes the key business asset when you couple a caring attitude toward others with a focus on achieving your goals. Often people see business as a choice between being kind and being successful. This is a fictitious trade-off. Nice people are more successful. Those who wish to succeed in the 21st century business climate which is characterized by intense competition, ever-evolving technologies, and escalating expectations, must make the conscious development of kindness their business imperative.

The successes of many of the most accomplished professionals come as a result of developing the Five Powers of Kindness:

1. Reputation: Being trusted and building a strong reputation
2. Reciprocity: Garnering reciprocal kindnesses from others
3. Personality: Learning to be someone that others like
4. Thanks: Being gracious and appreciative of others
5. Connecting: Building a strong network of relationships

Simply stated, doing good is good business.

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