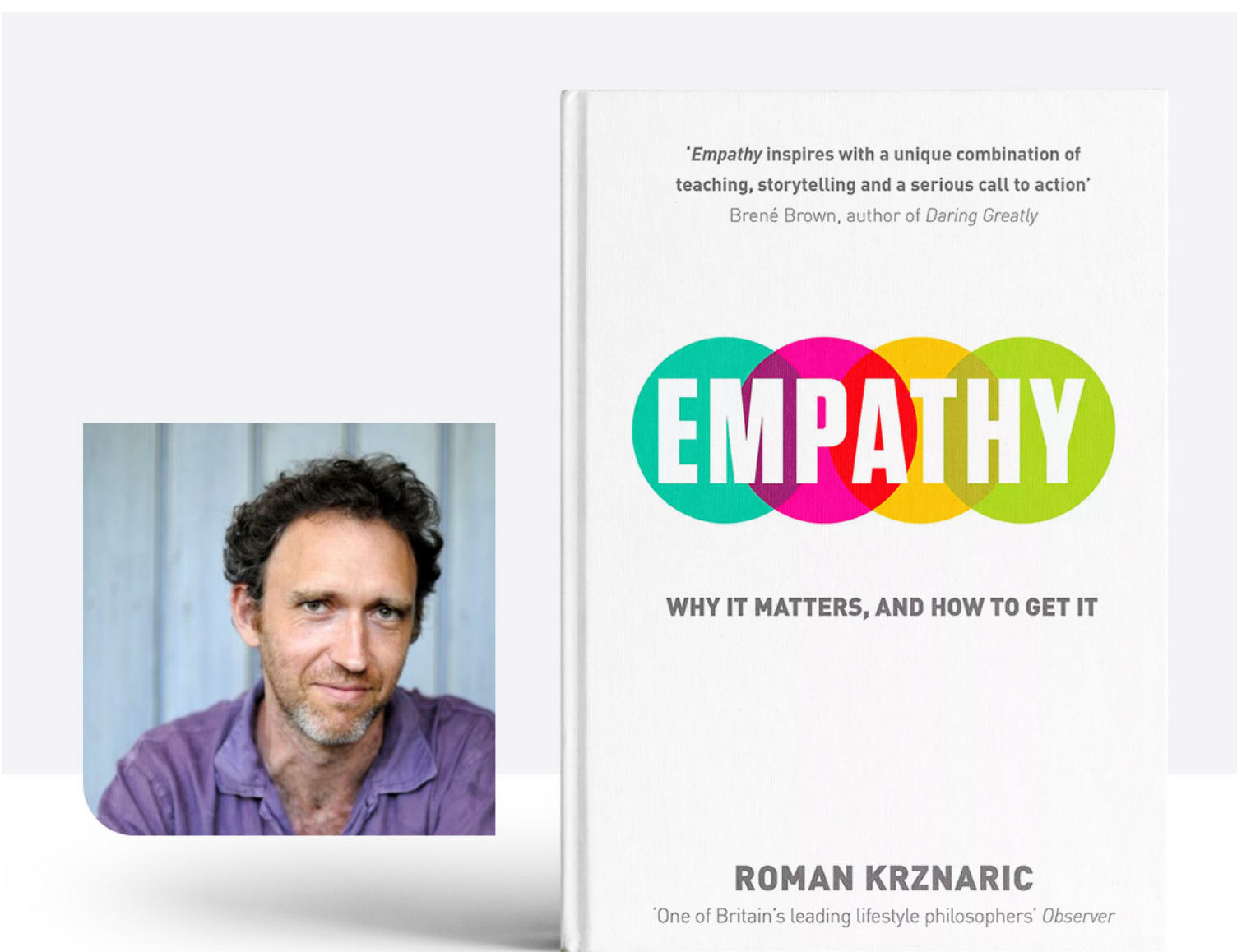


Recommended by Wim van Melick



Read & edited by Wim van Melick and Teresa dos Santos Serra  
Ogilvy Social.Lab Amsterdam

Empathy

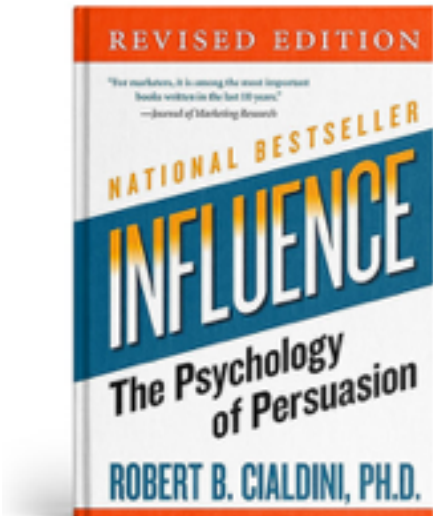
Never, have we had so many opportunities to practice empathy.  
A serious call to action

We are at a crossroad of social behavioural change. We must seek to understand who we are by stepping outside ourselves, discovering a different world. Empathy is an ideal that has the power to transform our own and other people’s lives. To develop empathic behaviour, the author determined six habits, enabling a conscious effort to step into other people’s shoes. We must learn how to travel imaginably into other people’s minds. Living an emphatic life enriches you and others with, what money cannot buy. Empathy is at the core of being human.

*‘To increase your happiness, focus on others’*

Start reading

The Global Reading Club also recommends:



Influence

Weapons of influencing people's behaviour and decisions is the core thought of this book. It is about the psychology of persuasion. People have a desire for consistency as a central motivator of behaviour. What produces the click that activates seeing, hearing and feeling? Social psychologists think the answer is: Commitment. Reciprocation: giving before asking a return favour.

Go to book

New: Actions for Impact

Learnings must be activated. ‘Actions for impact’ sums up how to activate the learnings from this book.

*“Knowledge not applied is worthless”*

Go to ‘Actions for Impact’ on the website, select the points of actions which fit you and apply the learnings to progress in your personal and professional life.

Coming soon:



Knowledge not applied is worthless...

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