

The Power of RECIPROCITY

TODAY YOU'LL LEARN

How the intelligence community uses IT

INFLUENCE
Positive

COULD BE

MANIPULATION
Negative

FORCING
AN EXPECTATION
TO RECIPROCATE

WHEN YOU FEEL THE
emotional pull of a



ASK YOURSELF:

ARE THEY EXPECTING A RETURN?
IS THIS GIFT UNIQUE OR NEED?
AM I RETURNING ONLY OUT OF GUILT?
DO I FEAR BEING JUDGED?



THE
DARK
SIDE

The Code of HAMMURABI

HATE

Makes you HIGH

Revenge is ADDICTIVE

& REINFORCES YOUR PAIN
THIS IS COMPARATIVE
SUFFERING

UNDERSTANDING
HYPOTHESIS:

Don't they see why
I took REVENGE?

REVENGE
DOES
NOT
WIN

1 GIVE FIRST

2 GIVE WITH
MEANING

3 MAKE IT
PERSONAL

4 MAKE IT
UNEXPECTED

GETTING PAST
REVENGE

Cool NOT HOT
EFFECTIVE FORECASTING

M. EAST

HONOR

ASIAN

Face

Culture

WEST
DIGNITY



EXPECTATION OF RETURN
GIVE
or
TAKE
GREATER VALUE

BUT YOUR
PLASTICITY
NEURONS
ALLOW YOU
TO ADAPT



TO RECIPROCITY

YOU CAN'T
HELP IT...

IT'S EVOLUTION



HUMANS
FEEL A NEED



TO RESPOND IN
KIND

WE DON'T
LIKE TO BE
IN DEBT!

SO WHY DO SOME
NOT RECIPROCATE?

- CULTURAL DIFFERENCES
- NOT INTERESTED IN RELATIONSHIP
- SOCIALLY AWKWARD
- DEPRESSION OR SELF-CENTERED

Obligation

THIS IS
Special,
JUST for YOU.



WAYS TO
RECIPROCATE

PHYSICAL ITEMS
CONCESSIONS
TIME
ATTENTION

BUILD RELATIONSHIPS
Give WHAT YOU CAN...
YOU'LL NEED SOMETHING IN RETURN
EVENTUALLY