



Reinforcements: How to Get People to Help You

Heidi Grant

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Imagine walking up to a stranger on the subway and asking them for their seat. What about asking a random person on the street if you could borrow their phone? If the idea makes you squeamish, you're not alone--social psychologists have found that doing these very things makes most of us almost unbearably uncomfortable.

But here's the funny thing: even though we hate to ask for help, *most people are wired to be helpful*. And that's a good thing, because every day in the modern, uber-collaborative workplace, we all need to know when and how to call in the cavalry.

However, asking people for help isn't intuitive; in fact, a lot of our instincts are wrong. As a result, we do a poor job of calling in the reinforcements we need, leaving confused or even offended colleagues in our wake.

This pragmatic book explains how to get it right. With humor, insight, and engaging storytelling, Heidi Grant, PhD, describes how to elicit helpful behavior from your friends, family, and colleagues--in a way that leaves them feeling genuinely happy to lend a hand.

Whether you're a first-time manager or a seasoned leader, getting people to pitch in is what leadership *is*. Fortunately, people have a natural instinct to help other human beings; you just need to know how to channel this urge into what it is you specifically need them to do. It's not manipulation. It's just management.

Reinforcements: How to Get People to Help You Details

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Neelesh Agrawal says

Mentions at length a look at various psychological arbitrage opportunities in the mind of the potential helpers, which a help seeker usually wrongly intercepts.

Definitely worth a read for those who struggle with asking others for help

Theodore Kinni says

If you're phobic about asking for help, and a surprising number of people are, this slim book will help you get over it.

Jo says

The author makes the reader aware of the general misconception of asking help that are blocking people to ask for help when it is needed. By reinforcing the culture of help, we are not getting weaker but stronger and useful. If the reinforcement is spread, the impact is generally positive and constructive inside the community.

Antony Mayfield says

A lovely, single topic business book all about why we find it difficult to ask for help and how to overcome our reservations and just do it better.

Five stars because it is well written, evidence-based, useful and an idea which is disproportionately powerful. Five stars especially because it does these things and keeps to 200 pages. Few business books should be longer than this.

Recommend d on the basis that I can't think of anyone who wouldn't benefit from reading this.

Kristine says

Reinforcements by Heidi Grant is a free NetGalley ebook that I read in early June.

Sometimes, in the flurry of reviewing books, I forget what the nature of a book is by its title alone. And, sure enough, by the time I scanned through the table of contents for Reinforcements, I remembered, "Hurrerrr, I feel so guilty and horrible asking for help." Rest assured, Grant knows what we're all going through. She describes the act of being helpful as a cathartic, fulfilling experience and motivating in and of itself; a person

needing help experiencing worry that compounds in the wait before someone offers to help or until someone notices their plight; the experiences and conclusions of studies that involve asking requests of strangers; wording a help request effectively, ways in which it can go awry; and knowing one's community.

Kat says

An important topic in an age where people seem to need more help than ever. This is a good guide on how to ask for help, something that many people struggle with. Interesting that despite the fact that most of us do not like or enjoy asking for help, the majority of people are willing to help when asked. And, in fact, most of us benefit from the good feelings that come with helping others.

The advice the author gives for how to ask for help can be applied to both our work life and our personal life. A great read for those that find this difficult.

Advanced reading copy provided by NetGalley for an honest review.
