Principle 7: “Social Investment”

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1.) One benefit of social interaction is that when we have a community of people we can count on, we multiply our emotional, intellectual, and physical resources which allows us to bounce back from setbacks at an accelerated rate. Also, positive social connections have been shown to immediately reduce anxiety. Lastly, those with strong social supports are 3 times more likely to survive after having a heart attack.

2.) During the firefighting test, Achor quickly detached from his teammate when presented with crisis which then caused him to become disoriented and lost in the smoke. Now, Achor stresses that “there’s nothing more crucial to our success than holding on to the people around us.”

3.) “Blue Guys” are people who actively invest in their relationships.

4.) A company can increase social interaction in the workplace by having group projects, monthly potlucks, and even daily interactive meetings. I worked at Macy’s as a sales associate over the holiday season last year and every Monday morning we would gather upstairs and present an item from our department that we felt was interesting to us. It gave us the opportunity to interact with the employees from different parts of the store that we usually wouldn’t see during work hours. It was an excellent way to get us to engage in conversation with our coworkers.

5.) During the month of November, every year, a group of likeminded individuals and I get together at our local Panera Bread and attempt one of the most stressful feats ever thought up by mankind: writing a 50,000 word novel in 30 days. I’d never be able to do it without their support. We help each other with plot-holes, naming characters, and adding fillers. We even have contests to see who can write the most in 5 minutes. Without them I’d succumb to unbelievable stress of trying to meet the word count for the day while still trying to maintain the social aspects of my life.
6.) A manager at a top 100 law firm would go out of his way to learn something new about a
coworker which he would then reference in later conversations to strengthen his relationships
in the workplace is one example of how a company has invested in social capital.