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positive ways. The case studies give life to the theory and show how empathy is not only a weapon that gives competitive advantage, but also creates things people need for a healthy life in society.



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about them. However, most companies eliminate empathy from their operations. In essence, they proceed as if they have calculating, survival-bent reptile brains.

Wired to Care: How Companies

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## Widespread Empathy

Wired to Care - Jump Associates

In our summary of Wired to Care, top business strategist Dev Patnaik tells the story of how organizations of all kinds prosper when they tap into a power each

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of us already has: empathy, the ability to reach outside of ourselves and connect with other people. Patnaik is a founder and principal of Jump Associates, an innovation strategy firm.

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“Wired to Care offers a roadmap to success paved with empathy. The bottom line is better profits, better products, and happier employees. There is a better day for business (thankfully) when companies are wired to care.

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ROBYN WATERS, former VP of  
Trend, Target Stores, and author of  
The Hummer and the Mini .  
Blurring the Line Between Inside  
and Out

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Wired to Care: how companies prosper when they create widespread empathy by Dev Patniak with Peter Mortensen ©2009 explains the importance of empathy and how to spread it around. While written for businesses, this is a book that all

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school leaders should read and act on.

Wired to Care: how companies prosper when they create ...  
Step into the shoes of your consumer and innovate from their perspective is the not so secret

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innovation secret of companies such as Nike, Pixar, Netflix and IBM. That's the pitch in *Wired to Care: How Companies Prosper When They Create Widespread Empathy* by Stanford professor and TED speaker, Dev Patnaik.



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Wired to Care .

Starred Review. A veteran business strategist and adjunct faculty member at Stanford Univ., Patnaik explores the role of empathy in successful

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