

Weekly Wisdom

Grow the Green for You and Your Team



“Everybody, no exceptions, wants to feel important. I want them to feel important.” -- Dick Kazan

One Person Can Create a Cascade of Kindness

When Dick Kazan was 46 years old, he had a realization: “I made a fortune and I was not a very nice person.”

He chose to make a personal pivot. He looked to acclaimed, historical figures for inspiration. He made the simple decision to offer something nice to say to people he met, especially children. He began by helping to direct traffic for school children. He greeted them, asked about their lives, and learned their names. “If you wanna make people feel important, you’ve got to learn their names.”

Kazan wanted to meet his neighbors and make a positive difference in the lives of others. He succeeded, in large part because kindness is contagious.

New studies reveal something called “Positive conformity” where people imitate not only kind actions, but also the underlying spirit of those actions. People who witnessed generosity were more likely to be friendlier and more empathetic.

Dick Kazan, one person, shows that we can each be a “patient zero” in a kindness epidemic.