



Stanford eCorner

Connection Through Reciprocation

Guy Kawasaki, *Garage Technology Ventures*

March 02, 2011

Video URL: <http://ecorner.stanford.edu/videos/2678/Connection-Through-Reciprocation>

Entrepreneur and bestselling author Guy Kawasaki believes in the power of reciprocation between parties. "Reciprocation is a very powerful force to make your enchantment endure," says Kawasaki. In a historical context, he explains this power with two profound examples of civic reciprocation stretching over decades.



Transcript

Invoke reciprocation. This is a carpet that depicts the battle between Italy and Ethiopia because Italy invaded Ethiopia in the 1930s. When that invasion occurred, the people of Mexico donated money and sent it to the people of Ethiopia. Something like 80 years later, Mexico had this horrendous series of earthquakes, lots of dead people, lots of injury, lots of suffering. The people of Ethiopia, even though they were in a famine, collected money and sent money to Mexico because they felt the necessary obligation to reciprocate. Fast forward a few years. About right after the Civil War, the people of Charleston, South Carolina, were using bucket brigades to fight fires. The people of New York, including Union soldiers, heard about this. And they donated money to buy the city of Charleston a fire truck. That first fire truck was on a boat that sank.

So, they had to raise money again and send another fire truck to Charleston. Fast forward to right after 09/11. The people of Charleston raised over half a million dollars to buy a fire truck for the people of New York because the people of Charleston pledged that if New York ever needed its help, it would come through, 135 years later. Reciprocation is a very powerful force to make your enchantment endure.