

Start giving a damn

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Start giving a damn in 66 days.

Preface.

Doing good is of all times. This is not just a gesture as we have come to think of today. It has been a survival strategy from ancient times. After all, we need each other. Now perhaps more than ever. Good news because 'doing good' is part of human nature. That's a fact. Some do it very consciously, others perhaps less so, but from a good heart. There is a good reason why entire cultures are built on this principle.

Caring for each other, with our busy schedules, we sometimes forget. Yet it is easier than you think and often takes much less effort than you expect. More importantly, it offers so much more than you can probably imagine at this point. Not only for someone else, but also for yourself. In this book we're going to explain how you can effortlessly translate your innate talent of doing good based on compassion and empathy into everyday actions. Because every gesture, no matter how small, is what matters.

We would like to help you realise how important doing good is to those around you and to yourself and that it is much more than an occasional donation to charity. By consciously doing good you help more people and you will experience more joy in life, less stress, and even a richer social life. Who knows, it might even help you in your business career.

We challenge you with insights, personal questions, and various tips for 66 days to consciously do good. Start giving a damn and become a better version of yourself.

Introduction.

One day an old man walked wearily into a restaurant. He was thin, with a sunken face and shabby clothes. Slowly he shuffled to a table by the window.

One of the young waitresses, whose name was Anne, had just heard that morning that she had to move out of her apartment after months of being behind on her rent. When she saw the old man come in, she forgot her problems for a moment. She walked up to him quickly, introduced herself nicely, and said, "Let me help you". She took his worn coat and helped him sit down. She made sure his chair was adjusted and put his cane within easy reach and brought his ordered cup of coffee with warm apple pie to which she added a little extra whipped cream.

After the old man had paid, the waitress helped him up, handed him his cane, and held the door open for him, saying a friendly goodbye. Just before the door closed behind him, the old man turned around and said: "Thank you Anne, you are very kind".

Anne walked over to the table and grabbed the money. Under the plate was a business card and under the napkin, she found 500 dollars.

On the napkin was the following text:

“Dear Anne, I respect you very much.”
The way you treat others is wonderful.
You possess the secret of happiness.
Your presence gives light to others.
Your boss.”

And that was the first time the workers
in the restaurant had seen the owner.



It is a law of nature that you will always become better by doing good yourself. But only if you actually don't expect anything in return. We can do good in the form of doing or saying something nice or in the form of financial help. But whatever we do, somehow it always pays off.

Doing good and benefiting ourselves is about compassion, empathy, and the win-win principle. We really don't all have to become like Mother Theresa or Gandhi to live by this philosophy. Consciously doing good with positive intentions without expecting anything in return is proven to make a person happier, healthier, and more prosperous. In addition, it contributes to a more loving, peaceful society.

This book explains why it makes sense to start giving a damn. We explain why it is good for others, what benefits "doing good" will bring you, and why this is always applicable to everyone. Doing good is inherently in our genes, but sometimes the delusion of the day causes us to occasionally forget. Perhaps also because it no longer seems that necessary. But current issues such as the hardening of society, polarisation, and conflicts can also tempt us to put our own interests first.

Is this book a plea to donate even more or more often and take every homeless person you meet under your wing? No! Nor does it require you to wish everyone you pass on the street Namasté like an enlightened guru. The doing good that really matters is in the little things and subtle gestures. The more often we do good and the more people "do good," the better off we all will be. Imagine if we really all applied this principle of 'Doing Good' on a daily basis. Then perhaps there would be no more hungry children, lonely people, or troubled homeless people at all. Truly everyone can live a happier and richer life simply by doing good.

Perhaps you already donate to charity on a monthly basis. There are many people who routinely donate a percentage of their income to charities. In some cases that involves large sums of money, but that is not the “doing good” this book is about. Donating is just one part of doing good. It is a form of indirectly doing something. You give money and then it is literally out of your hands. You no longer have any control over what happens to it, who benefits from it, or whether it actually ends up in a good place. The world of doing good is much richer. Especially when you begin to realise that you yourself will also benefit.

The funny thing is, everyone is born with ‘a doing good’ gene. We just unlearn it as we age rather than master it. So all you really have to do is become aware of it again and reapply it in your daily life. Then you will naturally start experiencing all the benefits that come with it. Benefits that you can notice immediately but that will also give your life a positive spin in the long run. Thus, all aspects of your life will get more luster. It not only gives you a boost in your private life but also in your business or career.

A well-known saying goes:

If you want to be **happy**

You have to **sleep** an hour

Go **fishing** for a day

Be **married** for a month

Inherit a **fortune** for a year

Doing good for a lifetime

You can philosophise about the first four statements for hours with a good glass of wine, but the last one is more than true. Now we hear you think: Yes, but selfishly minded people can be filthy rich and happy, can't they? This is true in a sense, but still, it's not quite right. It is a bit like someone who is intentionally childless saying that he can love children as much as a parent.

After all, people who are selfish-minded can say they are happy, but science shows that people who do good for others are really much happier and even healthier after all. A selfish person can accumulate as much and sometimes even more wealth as someone who always does good. It just takes significantly more energy to get and maintain this wealth than when doing good is very normal and part of your daily life.



Let's give...

Are people by nature more altruistic or selfish?

Since the dawn of time, there has been a debate between those who believe that humans are naturally more altruistic and those who believe that humans are rather selfish or something in the middle. Recent research finally answers this question.

Based on several studies, we already know that toddlers of about a year old behave altruistically by nature. One of the most famous studies is the one in which infants were offered something tasty to eat, while these children saw that another infant received nothing. Even though sharing meant they were left with little themselves, they were still willing to share, out of the most primal form of compassion and empathy. This proves that from an early age, we are more likely to choose altruism. Studies like this are repeated over and over again in different ways with the same result each time.

What is this really like in adults? How are we influenced by certain situations? It has been conclusively proven that in life-threatening situations, most people choose self-first. We know this, for example, from recordings of aeroplane disasters and witnesses of violent accidents involving other vehicles such as ships. This teaches us that selfishness is a primal instinct to help us survive in acute emergencies where our lives are at stake. This just does not yet tell us anything about whether we are naturally more likely to be selfish or altruistic in our daily lives without serious threats.