

ARE YOU STICKY?

QUIZ RESOURCE GUIDE



Our brain is constantly reassessing our relationships and determining if they are:

A. compatible with us; sharing our same interests, values, and attitudes.

B. complimentary to us; offering traits and qualities we may lack.

C. strong enough to offer us support, if needed.

D. a risk to us or a potential opportunity.

E. All of the above

READING THE SIGNALS

Although we often consider ourselves unique, we must recognize that humans are essentially biological entities shaped by nature's forces, just like other life forms on Earth. Basic survival needs drive our existence and behaviors.

Our brain, similar to that of other animals, has a fundamental role. It processes information from our surroundings and alerts us to potential dangers or advantageous opportunities for survival. This process applies to both our internal and external worlds. Internally, the brain signals us about health risks through symptoms like pain, fever, nausea, and infection, and it drives us toward beneficial elements such as food, sunlight, sex, and social interaction. Externally, it constantly evaluates our environment to identify helpful or harmful components, including people.

Choices A, B, and C are products of human creation, not inherent brain functions. Their relevance varies among individuals; some may find these aspects essential, while others do not.



To earn one's trust, you need to:

A. behave ethically.

B. offer quality products and services.

C. respond in a timely manner.

D. all of the above

E. at least one of the above

F. none of the above.

MEETING EXPECTATIONS

So, you are planning to rob a bank and need help; who do you trust: a hardened criminal with years of bank robbing experience or an honest-to-a-fault, stand-up guy who has never broken the law? Of course, it would be the criminal, not only because they have the skills to do the job but also the willingness to steal and break the law. Most importantly, you have confidence they will do whatever is necessary to get away with the crime and not rat you out if they get caught.

In other words, trust is not a virtue. It is not a sign of moral integrity or even ethical behavior. Trust is simply an alignment of values. We trust those who behave and think as we expect (or hope). If we need someone to cheat, lie, or steal for us, we will trust those willing to do all three with exceptional skill.

Being trustworthy doesn't mean you have to behave morally or ethically. It doesn't mean you have to offer superior products or services. And it doesn't mean you must meet deadlines or show up on time. For someone to trust you, you must meet their standards and expectations for whatever they need and want.



A sense of belonging—feeling connected, understood, and included—is our brain’s mechanism for determining who will make our lives:

A. safer and more secure.

B. easier and more efficient.

C. better and more fulfilling.

SAVING ENERGY

The Romantic era’s ideals significantly distorted our understanding of why we form relationships. This movement, steeped in emotion and individualism, suggested that love and affection are the primary reasons for human connections. However, this perspective misses the more practical reasons for why we form connections with others.

From an evolutionary standpoint, the formation of relationships is fundamentally about optimizing energy usage. Humans, like all life forms, are driven by the need to conserve energy. Relationships, be they friendships or romantic partnerships, are practical strategies for making life easier and more efficient. By collaborating and sharing responsibilities with others, we reduce our individual workload, thereby conserving energy and resources. This pragmatic approach to relationships is rooted in the basic survival instinct rather than the romanticized notions of love and affection.



Relationships that benefit **most** from extra care and attention are:

A. new relationships

B. long-time relationships

C. hostile relationships

D. vulnerable and at-risk relationships

START-UPS

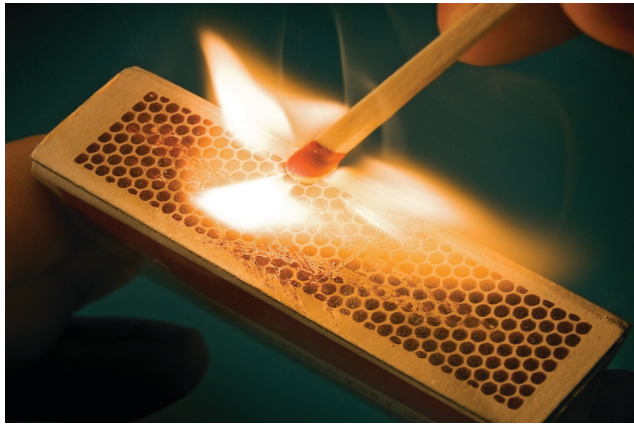
Why we invest in the connections that have been a part of our lives the longest is understandable. They have always been loyal and supported us through good times and bad.

The most vulnerable relationships, those thinking of leaving, also get our immediate attention as we do everything possible to convince them to stay.

We respond even to those who are hostile and critical of us. We try to appease them, express our regret, make amends, and vow never to let them down again.

But it is our newest connections that usually receive the least amount of our attention. We believe we have already gained their favor, earned their trust, and secured their commitment. Unfortunately, it isn't true.

New relationships are insecure. They don't know whether they made the right choice. They wonder if a better offer exists elsewhere and if they should have waited longer or considered other options. Showing them a little love and extra care reassures them they made the right choice and creates a strong, long-lasting bond.



Hostile relationships are often loud, vocal, accusatory, and persistent (think Yelp, TripAdvisor, Twitter, etc.) because

A. they seek revenge.

B. the need to vent their anger and frustration.

C. they want to protect their reputation.

D. as social beings, they feel obligated to protect and warn others.

E. it is the most efficient way of “evening the playing field” against those who have more power, resources, and influence.

MAINTAINING ONE'S STATUS

Nothing is more important to humans than our reputation. It is the currency we trade when earning the trust, respect, and acceptance of others. So, when something goes wrong in a relationship, it is the first thing we look to protect.

Admitting that we are wrong, that we made a mistake, or that something is our fault may be noble, but it puts our reputation at risk. If our community believes we are difficult or dangerous to have around, we risk being ostracized. And so we defend ourselves. Publically. To the broadest audience possible.

That is why those who write negative reviews on social media sites or file complaints against others write paragraph after paragraph explaining how they weren't at fault. They warn us that they weren't at fault and that we should never interact with that other entity.

Sometimes, the best way to protect our reputation is to ruin the reputation of others. That is why hostile relationships are so loud, vocal, and persistent.



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