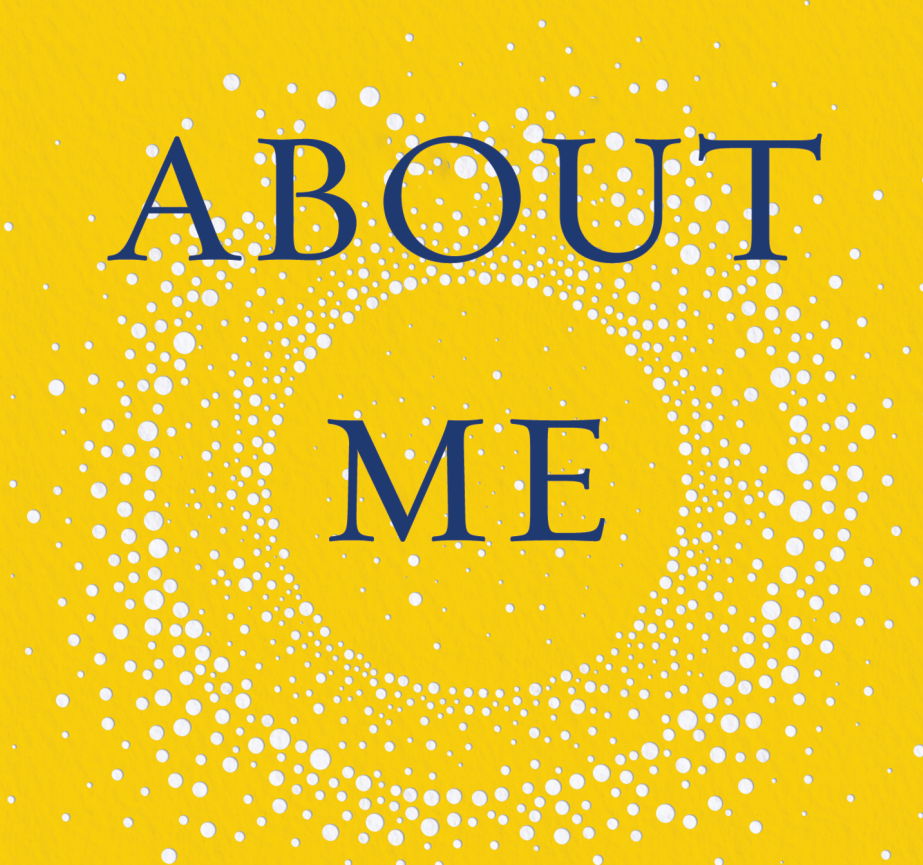


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Anchor and Journalist, MSNBC/NBC News

ENOUGH ABOUT ME



THE UNEXPECTED POWER
OF SELFLESSNESS

A PDF COMPANION TO THE AUDIOBOOK

ZONDERVAN BOOKS

Enough About Me

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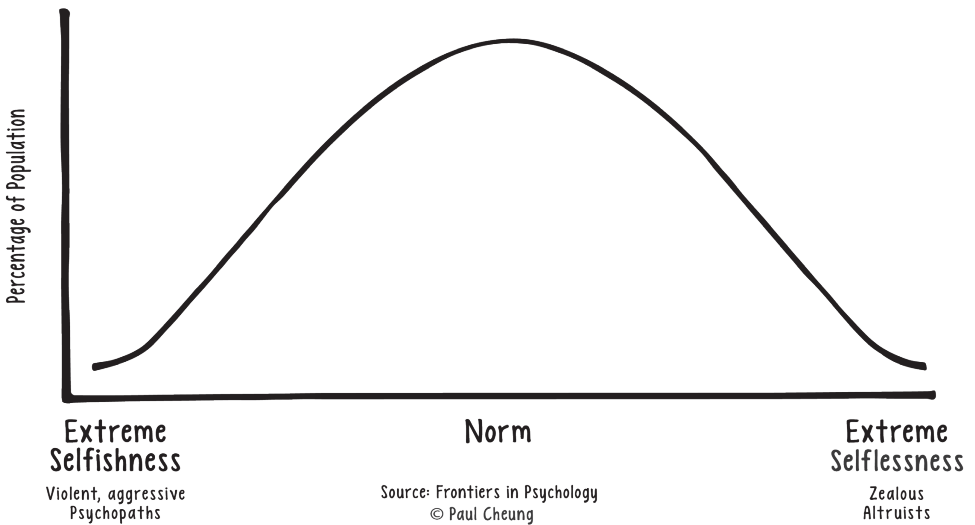
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Chapter Three

BEHIND THE CAMERA

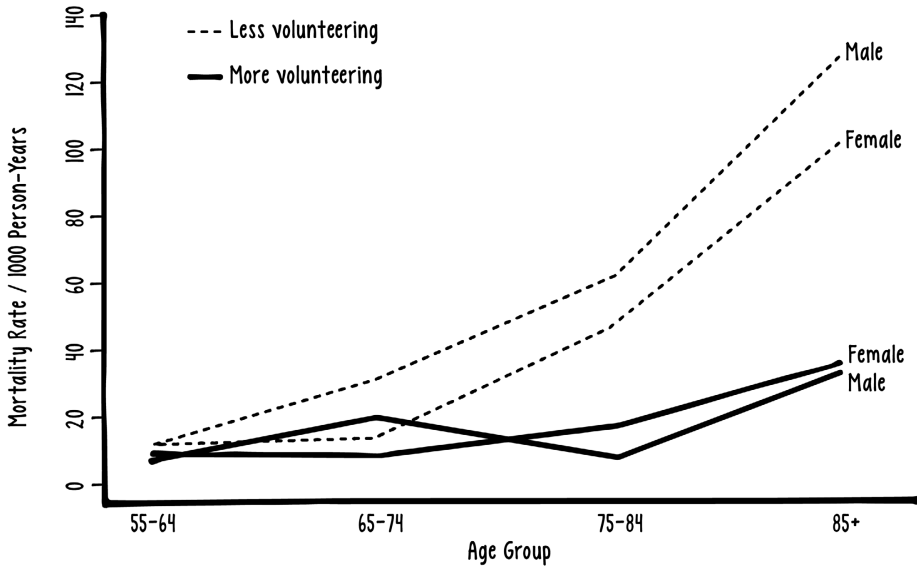
Selfish-Selfless Spectrum



Chapter Five

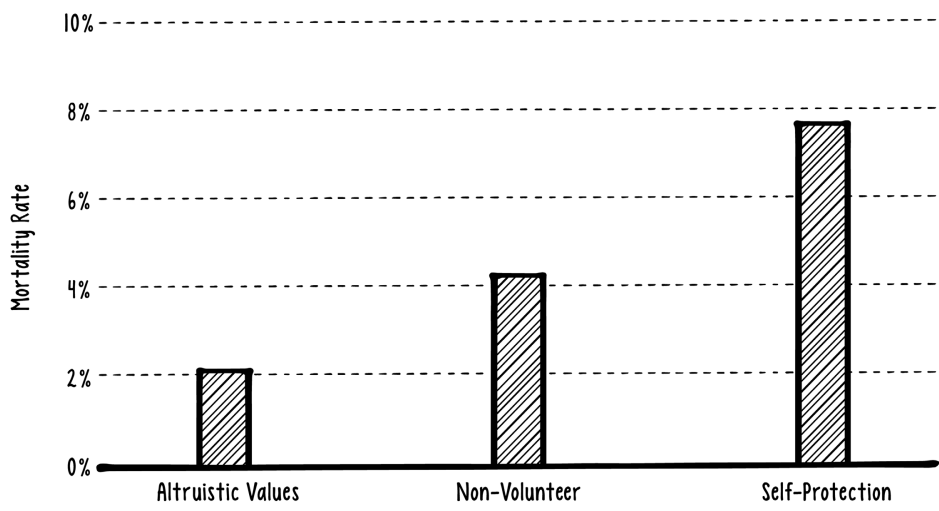
LONGEVITY AND YOUTH

More Volunteering Means Longer Life



Doug Oman, Carl E. Thoresen, and Kay McMahon, "Volunteerism and Mortality among the Community-Dwelling Elderly," *Journal of Health Psychology* 4, no. 3 (1999): 301-16.

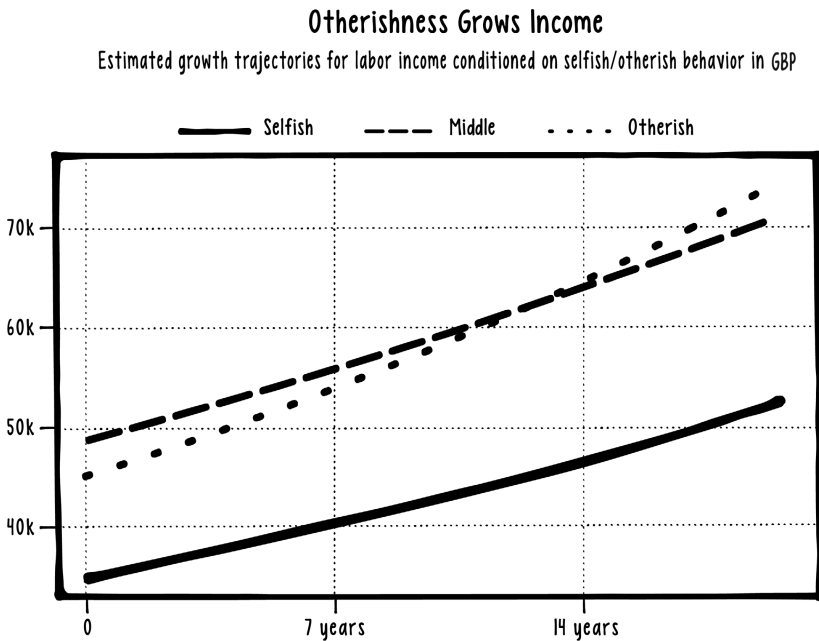
Volunteering Motivations



Sara Konrath et al., "Motives for Volunteering Are Associated with Mortality Risk in Older Adults, *Health Psychology* 31, no. 1 (2012): 87–96.

Chapter Six

CAREER PAYOFF



Kimmo Eriksson et al., "Generosity Pays: Selfish People Have Fewer Children and Earn Less Money," *Journal of Personality and Social Psychology*, <https://doi.org/10.1037/pspp0000213>.

Chapter Seven

PERSONAL RELATIONSHIPS

Are You Too Selfless?

For each statement, write the number that describes how true the statement is.

5 = always true of me

2 = rarely true of me

4 = frequently true of me

1 = never true of me

3 = occasionally true of me

_____ 1. I always place the needs of others above my own.

_____ 2. I routinely find myself getting overly involved in problems of others.

_____ 3. For me to be happy, I need others to be happy.

_____ 4. I worry about how other people get along without me when I'm not there.



- _____ 5. I often have trouble sleeping at night when other people are upset.
- _____ 6. It is impossible for me to satisfy my own needs when they interfere with the needs of others.
- _____ 7. I can't say no when someone asks me for help.
- _____ 8. Even when exhausted, I will always help other people.
- _____ 9. I often worry about others' problems.
- _____ Total

Now add up your scores. The range of possible scores is 9 to 45. The closer your score is to 45, the greater the likelihood that you may be too selfless.

What Is Your Selflessness Strength in Personal Relationships?

Put the same name in the blank at the end of each question. In the blank at the beginning of the question, write the number that best describes your response, from 1 to 5, with 1 being "not at all" and 5 being "a lot."

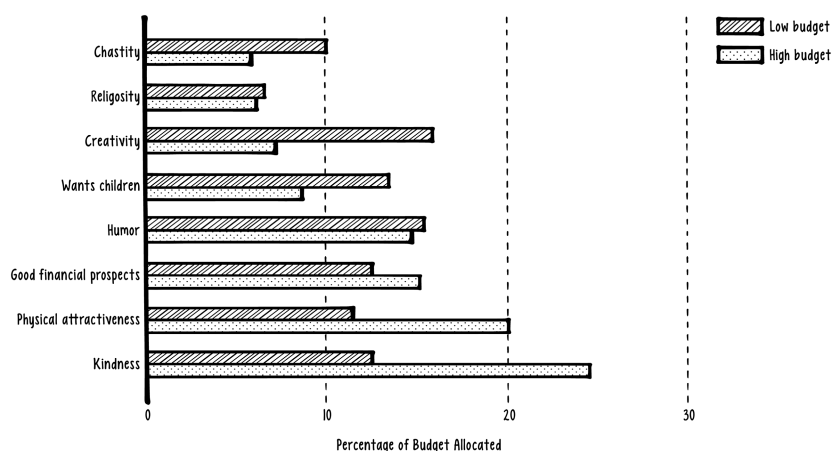
- _____ 1. How many hours would you be willing to travel to visit _____?
- _____ 2. How happy do you feel when doing something that helps _____?



- _____ 3. How much would you be willing to change
for _____?
- _____ 4. How large a cost would you incur to meet a need
of _____?
- _____ 5. How difficult is it to put the needs of _____ out of
your thoughts?
- _____ 6. How high a priority for you is meeting the needs
of _____?
- _____ 7. How willing would you be to sacrifice for _____?
- _____ 8. How much would you be willing to give up to
benefit _____?
- _____ 9. How far would you go out of your way to do
something for _____?
- _____ 10. How difficult would it be to not help _____?
- _____ Total

Now add up your responses. The range of possible total scores is 10 to 50. Again, too close to 50 and you might be too selfless, to the point of not taking care of yourself. How'd you do?

How We Value Our Mate's Traits

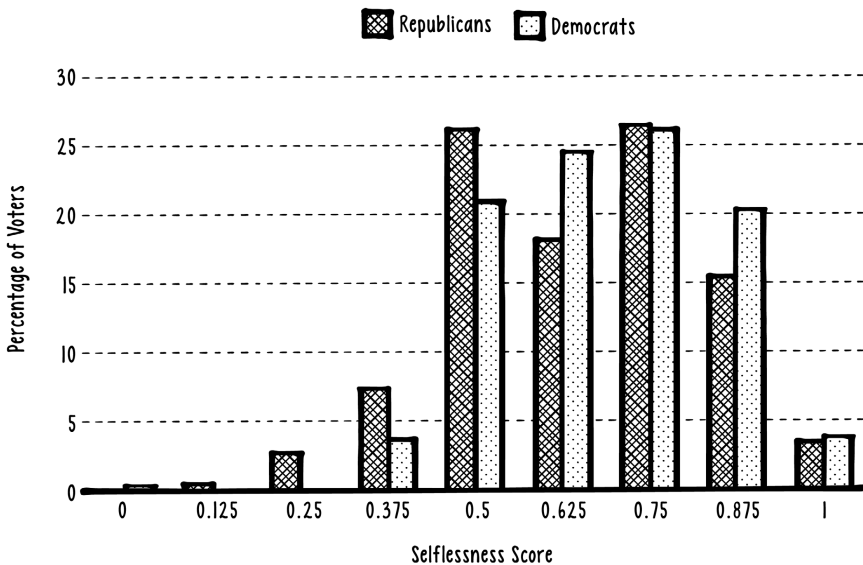


Andrew G. Thomas et al, "Mate Preference Priorities in the East and West: A Cross-Cultural Test of the Mate Preference Priority Model," *Journal of Personality* (2020), 606–20.

Chapter Ten

REPUBLICANS AND DEMOCRATS

Republicans and Democrats Are Similarly Selfless



© 2012 by the General Social Survey (GSS), a project of the independent research organization NORC at the University of Chicago, with principal funding from the National Science Foundation.

Chapter Eleven

THREE LUNCHES

€71.93

Thanks for choosing Uber, Richard



04:01pm

2-6 Avenue de la République, 75011 Paris, France

06:46pm

10 Place de la République, 75011 Paris, France

CAR
uberX

KILOMETERS
29.55

TRIP TIME
02:45:32

FARE BREAKDOWN

Base Fare	1,00
Distance	29,55
Time	41,38

Subtotal €71.93

CHARGED

Business **** 7734

€71.93

[Visit the trip page](#) for more information, including invoices (where available)



You rode with Amir

RATE YOUR DRIVER

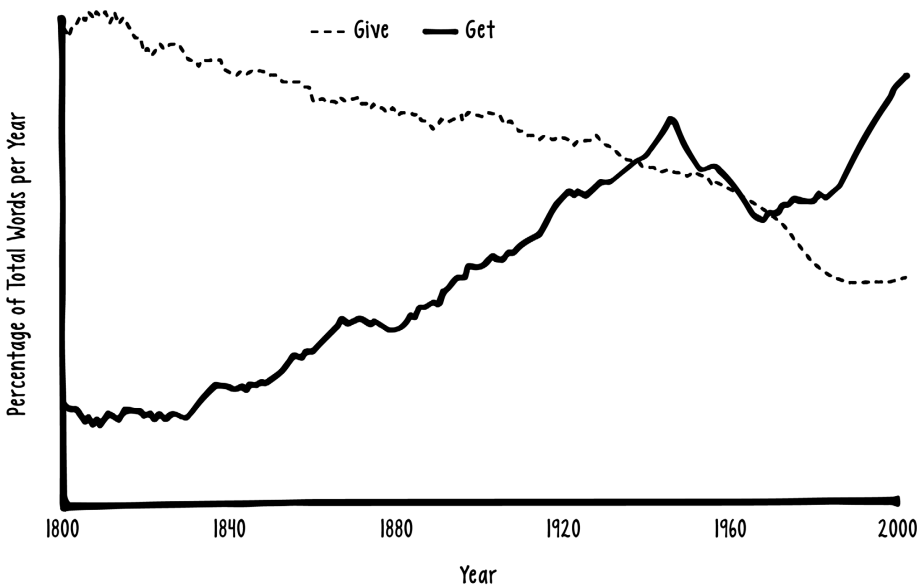


Chapter Thirteen

ONE WORD AT A TIME

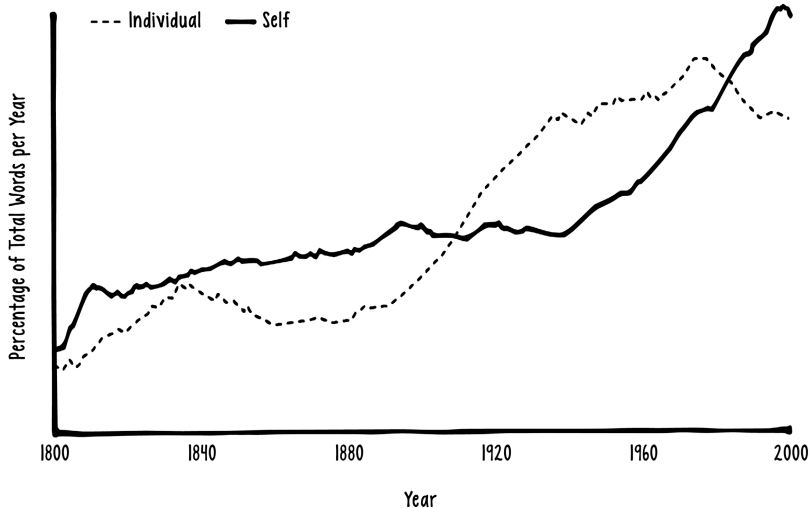
Vocabulary Changes Over Time

Frequency of the words "give" and "get" in the Google corpus of American English books from the years 1800 to 2000



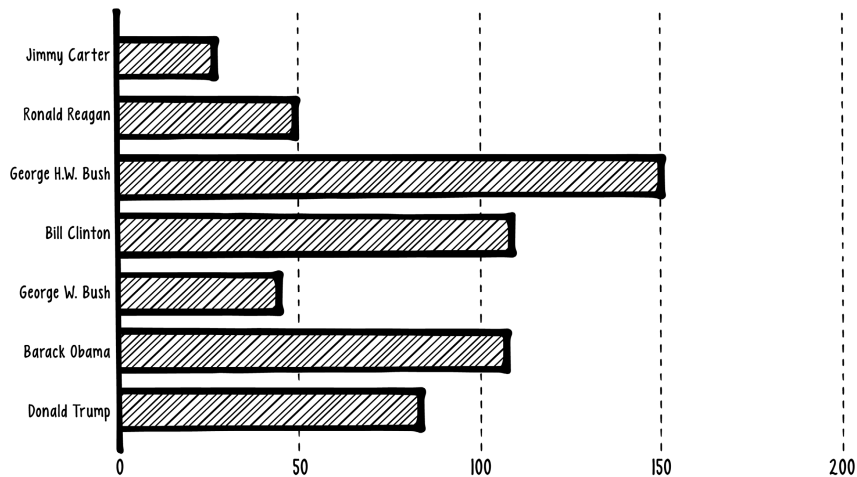
Patricia M. Greenfield, "The Changing Psychology of Culture from 1800 through 2000," *Psychology Science* (2013), 6.

Vocabulary Has Become More Selfish



Patricia M. Greenfield, "The Changing Psychology of Culture from 1800 through 2000," *Psychology Science* (2013), 6.

Presidents Using I, Me, and My During State of the Union Address



Appendix One

OAR PLAYBOOKS

This section gives a glimpse into various playbooks you may have picked up from *Enough About Me*. Think of these as little mind cards to carry with you, bite-sized plans to help you move forward. And while you're at it, try putting together some of your own. Like the oar we put in the water with our boatmates, synchronized for forward movement, use **O** for objective, **A** for action, and **R** for result. I would love to hear about the OARs you put in the water. Send your stories to OAR@richardlui.com. I'm looking forward to learning from them.

PLAYBOOK 1: RELATIONSHIPS

<i>Three Lunches</i>	<i>Gratitude Journaling</i>
<i>Objective:</i> To make connections with people who are different from you.	<i>Objective:</i> To count and appreciate your blessings.
<i>Action:</i> Make a list of three people you'd never imagine hanging out with. Invite them to lunch.	<i>Action:</i> Once a week, write a list of at least three things you're grateful for.
<i>Result:</i> You will have potential new friends! And a greater ease around those who are different from you that is the result of the reduction or elimination of the stress hormone cortisol.	<i>Result:</i> You will have a more optimistic outlook, an increased appreciation for the people in your life, and fewer doctor visits.

(cont.)

<i>Local Five</i>	<i>No-Go Zones</i>
<i>Objective:</i> To find a place to start doing some things differently, because it can seem daunting to try to decide.	<i>Objective:</i> When some places, groups, and people are considered off-limits, try to learn what is really “no go.”
<i>Action:</i> Select the closest five people (typically from your inner circle—family and close friends).	<i>Action:</i> Spend an afternoon in the no-go zones in your life and community.
<i>Result:</i> You will achieve a higher return on investment, because the “local five” are high-touch, high-frequency, intimate relationships.	<i>Result:</i> You will tangibly see what you have in common with people in the no-go zones . . . and how what you don’t share is <i>not</i> “no go,” just different.
<i>“Too Selfless” Test</i>	<i>Gratitude Visit</i>
<i>Objective:</i> Understand why you can’t say no to requests even when you are physically and mentally exhausted.	<i>Objective:</i> To understand who you are most grateful for and why.
<i>Action:</i> Take the “Are You Too Selfless?” test (pp. 73–74).	<i>Action:</i> Every six months, write a letter of gratitude to someone. Get personal, use details, and read it in person. Consider what life would be like without them.
<i>Result:</i> Afterward, reflect on a possible realignment of self-care expectations so you can develop healthier habits and relationships.	<i>Result:</i> Your happiness will be significantly increased for up to six months.

PLAYBOOK 2: DAY-TO-DAY

<i>Four Choices</i>	<i>Five Ds</i>
<i>Objective:</i> Decide where to start making more selfless decisions.	<i>Objective:</i> To act appropriately when you see an extremely selfish incident.
<i>Action:</i> We make four choices every hour. Consider each choice as an opportunity to decide, based not only on “I” but also on others.	<i>Action:</i> Start with <i>direct</i> intervention; <i>distract</i> by engaging with the targeted person; <i>delegate</i> by turning to third-party help; <i>delay</i> ; then <i>document</i> with your phone.
<i>Result:</i> You will begin to see selflessness as single, small wins. This bite-sized approach makes it easier to achieve a more selfless lifestyle.	<i>Result:</i> You will be prepared to engage in safer, right-sized conflict resolution.

<i>Muscle Memory</i>	<i>Ten Stones</i>
<i>Objective:</i> To tone your selflessness muscles by little, repetitive actions.	<i>Objective:</i> To avoid decision-making paralysis when the options aren't perfect.
<i>Action:</i> Look for the selfless things that are accessible. Do "small" selfless things like choosing to take the stairs if there isn't enough space for everyone on the elevator.	<i>Action:</i> You have ten stones, as well as buckets representing the three choices; place stones in buckets based on preference.
<i>Result:</i> You will build stronger selfless muscles that prepare you to do bigger, sometimes even heroic selfless acts.	<i>Result:</i> The bucket with the most stones leads you to a decision and simulates scientific conjoint analysis. You may become up to ten times more effective in your decision making.
<i>Touch</i>	<i>Showing Up</i>
<i>Objective:</i> To make family and friends feel appreciated.	<i>Objective:</i> To help you decide whether or not to attend a function or event.
<i>Action:</i> Use human touch that respects personal space (e.g., a longer hug, a pat on the back, a two-handed handshake, a side hug, a touch on the back of elbow in a friendly manner).	<i>Action:</i> Go! A text to check in is a backup option, but show support. Above all, do not ghost.
<i>Result:</i> As the "empathy hormone" oxytocin is released, you and others are opened up to show vulnerability, and your relationships are strengthened.	<i>Result:</i> By showing up, you are reducing stress in a person in need 20 percent more than a text.

PLAYBOOK 3: LANGUAGE

<i>Greetings</i>	<i>Telling Stories</i>
<i>Objective:</i> To say hello in ways other than shaking hands.	<i>Objective:</i> To make a point, express a position, or further an argument.
<i>Action:</i> Smile, clap three times (Mozambique), stick your tongue out (Tibet), say namaste (India/Nepal), bow (Asia), wave.	<i>Action:</i> Select a story containing a selfless, empathetic element; if possible, use a video or short film.
<i>Result:</i> One study shows that 60 percent felt more comfortable with these greetings. Another shows that these greetings trigger the brain's "pleasure center." A third shows that others instinctively/reflexively return the greeting.	<i>Result:</i> Stories that release the "empathy hormone" oxytocin spur people to action, making it likelier they will help.

(cont.)

<i>The Selfie</i>	<i>"I"</i>
<i>Objective:</i> To use body language selflessly.	<i>Objective:</i> To make a point, express a position, or further an argument without using personal anecdotes.
<i>Action:</i> Record audio and video of your communication with others (only with approval); review home videos of your communication (this is based on best practices of CNN coaches) and evaluate.	<i>Action:</i> Avoid "I believe," "I think," and other "I"-focused sentence structures. Use fact-based assertions: "Study A or expert B found that . . ."
<i>Result:</i> This review will reveal what you thought was the way you communicate versus the way you actually communicate.	<i>Result:</i> People who use "I" less are more emotionally stable. People- and subject-first language reduces defensiveness.
<i>Names</i>	<i>Dreaming on Paper</i>
<i>Objective:</i> To connect with new colleagues, acquaintances, and friends who have difficult-to-pronounce names.	<i>Objective:</i> To plan ahead for selflessness.
<i>Action:</i> Ask how to pronounce their names. Try to pronounce along with them as they help you. Use their given names, not a lazy adaptation of their challenging name (e.g., say Zhengyu, not "Z").	<i>Action:</i> Create a "career log." Write down three dream jobs, along with steps to reach them in two years. Add position/salary/firm details, and be sure to note target steps that overlap. Include selflessness goals. Revisit this annually.
<i>Result:</i> Using given names shows vulnerability, effort, respect, and a high level of caring for the other person.	<i>Result:</i> You will become more likely to speak with stakeholders. Your language and knowledge will be memorialized, and your selflessness objectives will be thought out and documented.