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Special Report
GETTING WHAT YOU GIVE

**A Q&A with Robert Urbanowski, author of KICKBACK
and discoverer of the *Law of Contribution*.**

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*After embarking on a five year research project to find the common denominators of successful businesses, Robert Urbanowski discovered the Law of Contribution – a natural law that goes beyond business to impact every aspect of our lives. In his new book, **Kickback**, Urbanowski unveils the Law of Contribution as the truth to achieving genuine happiness and success. In this exclusive interview, he answers some thought-provoking questions that will lead to you understand why **Kickback** is more than a book – it's way to live your life.*

Q: What is the *Law of Contribution*?

Simply put, the *Law of Contribution* is a foundational law of life. It's based on our natural human design. The design, at its deepest level, describes how you and I are made to contribute and participate in the world we live in. We are successful and fulfilled, only to the extent that we participate in life by contributing to the needs of others. Scientific evidence proves we are MADE to live with an outward focus, putting others' needs first.

In fact, during my research it became apparent that the *Law of Contribution* reveals how becoming overly consumed with ourselves can create barriers to achieving what we want and need most in life. Our design requires that we contribute to others in order to be happy, fulfilled to succeed and even to be healthy. The things we want most in life require that we contribute to the needs of others.

The bottom line is that the *Law of Contribution* is a strategy for life, work and business that produces favorable and predictable results when you understand it and apply it.

Q: How is this relevant for today?

Whether you're a baby boomer, Gen Xer or Gen Yer, I'm sure you'll agree that our media-saturated world – the music we listen to, the TV we watch, the newspapers we read, the websites we surf – is filled with messages of self-indulgence, self-importance and self-focus. That's the problem. We've become conditioned to be so consumed with ourselves and our own needs that we can't think beyond that, to what others' may need. Many people are looking for more, but simply can't find it. That's why the *Law of Contribution* is relevant for all generations' today - it gives you the more you're looking for.

It answers why many of us aren't as successful, happy and fulfilled as we thought or wanted to be. It's the solution to those nagging questions you may have asked yourself like: Isn't there more to life? Is this really what I'm supposed to be doing? After all this material success, why aren't I happy? These questions aren't going to go away any time soon unless we learn the true cause of the issue.

Q. Is the *Law of Contribution* similar to the *Law of Attraction*?

No, in fact it's the opposite. The *Law of Attraction* suggests that you need to focus on the things you want in order to bring them into your life. Essentially, the *Law of Attraction* says, "you get what you think about." There are many flaws with this theory, but one particularly stands out. The *Law of Attraction* does not address whether or not the things you think about – or draw into your life – have

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any hope of making you happy. If you watch the movie “The Secret”, which highlights the *Law of Attraction*, there is a scene where a little boy sees a picture of a red bike that he decides he really wants. The suggestion is that he is terribly unhappy in life because he doesn’t have the bike he wants. The little boy then applies the *Law of Attraction* and magically gets the bike he wants. The next scene shows the boy driving off into the sunset with his new red bike, leaving the viewer to believe the boy’s life is so much better.

This idea is exactly the problem our society faces today – that we won’t be happy until we get the things we want. As a result, we spend our lives pursuing the things we think we want, but often those things have no hope of making us happy. And in that futile pursuit, our lives are robbed of meaning, purpose and happiness.

Q. How does the *Law of Contribution* work then, compared to the *Law of Attraction*?

The foundation of the *Law of Contribution* is this - we only get things of value in life when we give with our life. Where the *Law of Attraction* suggests, “you get what you think about”, the *Law of Contribution* states, “you get what you give.” We actually have to get beyond the thinking and start doing to see the true potential for our lives. I encourage you to develop your skills, abilities and character and go into the world and make an impact.

Q. Is the *Law of Contribution* based on sound science?

Yes it is. *Law of Contribution* is a natural law. That means the principle is based on the way we were made to live - our intrinsic human design. There’s a substantial amount of evidence that clearly demonstrates when we contribute to someone else, that our body innately triggers a host of physiological benefits. These include: good feelings, improved emotional well-being, enhanced functioning of our immune system and increased life expectancy. This physical evidence reveals that deep down, we are made to help and serve each other because it feels good and it is good for us. We naturally respond favourably when someone meets our needs. We’re just wired that way. Try it and you’ll experience the benefits for yourself.

We are also inherently attracted to kind and respectful behavior and other actions that help us meet our needs. In the same way, we are inherently opposed to selfish behavior and actions that are unfair to us or others. When we learn to recognize the needs of others and help meet their needs, we trigger a natural response from the world around us.

Q. Why don’t people believe that in life you get what you give?

There are a few good reasons why we believe that way. One of the most common is because we have all experienced times in our own life when we made an effort to help someone and received the opposite in return. We know what it feels like to be treated unfairly, cheated or taken advantaged of. We have also seen business leaders lie, cheat and steal and then receive praise from the media and go onto even

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great success than before they were convicted. Does that make you cynical and feel that life is just not fair? These experiences leads us to take a more inward approach to life, where we look out for #1 and care less and less about the needs of others.

Well, let me tell you, this inward approach to life does not work in the long term. The truth is the people in life that have lasting success AND happiness are those who focus their life on contributing and helping others. Unfortunately, the media focuses on the pursuit of self and we don't see the truth behind true success. In the real world, the only valid strategy for success and fulfillment is to focus on how to meet the needs of others.

I urge you to look at the REAL evidence. The people who have abundance in all aspects of their life are focused on giving and contributing, not simply getting what they want for themselves. Sure, in the process they end up reaping great rewards for themselves, but it's important not to confuse the cause and effect. They have because they contribute – not the other way around.

Q. Why has the *Law of Contribution* not been discovered until now?

Because it's counter-intuitive. It doesn't seem like it should work. By nature, we are selfish. We don't do anything that does not benefit ourselves. So, to say that you can only get your needs met by first focusing on others needs – it just doesn't make sense. But, when you look at the evidence, it makes perfect sense. We can each have our own needs met if and when we are each focused on helping each other. We NEED each other. I believe life is this interdependent process that requires our participation in order for our lives to be fulfilling – don't you?

Q. How does this apply to the business world?

At its core, a business exists to serve the needs of its customers. To be successful, a business must understand the needs of its customers as well as the needs of its employees. The better it meets those shared needs – the more successful it will become. This sounds simplistic, but everyday there are examples of businesses that just plain forget about the customer's needs. You know the ones – you might have even been involved in a company like that. They are so consumed with their own needs; it drives customers away without even understanding how and why it happened.

Q. What do we get when we give?

When you genuinely give of yourself, your time, talents and money, you'll get more out of life – more fulfillment, more satisfaction and more happiness. It's a simple as that.

*Based on the book, **Kickback**, Urbanowski offers professional development seminars and workshops helping individuals in the workplace discover the rewards they receive when making their greatest contribution in life. For more information, visit www.lawofcontribution.com.*