



Wellbeing Insights

Kindness Cascade

How many people will you engage with today or tomorrow? 5, 10, 100, more? How many of them are close friends or family members, and how many of them are merely acquaintances?

One study conducted at the University of British Columbia in Canada, found that adults over 25 years of age directly interacted with an average of 6.7 close ties and 11.4 acquaintances daily.

Interestingly, not only did the number of interactions with close ties predict wellbeing and belongingness, but even the number of interactions with weaker ties predicted a person's sense of belonging. The simple act of engaging meaningfully with another human helps us feel connected to our larger community.

So, imagine this.

What would happen if you and each person in your community was just a little bit kinder tomorrow? What would happen if everyone just conducted one additional, simple act of kindness with each of the 18.1 people they interact with tomorrow? What if you just complimented them on the shoes they're wearing or picked up a dropped pen or asked about their recent holiday?

This is what would happen...

In an organisation with 100 colleagues, or a neighbourhood of 100 neighbours, there would be nearly 2,000 additional acts of kindness tomorrow. And if that was maintained over the week – just one simple act of kindness per interaction – we'd have 10,000 additional acts of kindness. And in one year, we'd have close to half a million extra acts of kindness. Imagine what that could do for the wellbeing of a community...at zero cost.

And here's the thing. Kindness is highly contagious. When you smile at a neighbour, friend, colleague or acquaintance tomorrow, when you choose kindness, you might just make their day. Or you might trigger an unstoppable cascade of kindness. Who knows?!