

Drawbacks of cherishing oneself:

Shantideva:

Whatever misery there is in the world,
Comes from wanting happiness for yourself.

In the world, all the harm,
Fear, and suffering that exist
Arise from the self-centred attitude.
What good is this great devil to me?

Mind! You have only wanted selfish goals.
Even though you have worked for countless eons,
Enduring all kinds of hardships,
All you have accomplished is suffering.

If you do not really exchange
Your happiness with others' suffering
You will not attain Buddhahood
And even in samsara there will be no happiness.

Guru Puja:

Grasping at the self is a chronic disease
Giving rise to unsought suffering.
Seeing things, please bless me to blame and begrudge
And destroy this monstrous demon of self-cherishing.

Benefits of cherishing others:

Shantideva:

Whatever happiness there is in the world,
Comes from wanting others to be happy.

What need is there to say more -
The childish act for their own goals;
Buddhas strive for others' welfare.
Look at the difference in the result.

From the guru Puja:

The mind that cherishes others and places them in bliss
Is the gateway leading to infinite qualities.
Seeing this, I seek your blessings to cherish these wonderful beings
More than my life, even should they rise up as my enemies.

37 practices of Bodhisattva:

All misery rises from wishing for your own happiness.
Perfect enlightenment is born from thinking of others.

Therefore, I should completely exchange my happiness for
The suffering of others. This is the practice of a Bodhisattva.

For equalising self with others, from the Guru Puja:

There is no difference between myself and others:

None of us wishes for even the slightest amount of sufferings

Or is ever content with the happiness we have.

Realising this, I seek your blessings that I may generate joy for happiness of others.