

# Empathy in Business – Webinar Handout

## Empathy

- Can be described as walking in someone's shoes.
- Emotions are more important than facts.
- How someone feels about something can influence if someone purchases a product or service.



## The Three Types of Empathy:

1. Cognitive Empathy – You understand what someone is going through; you can relate to another time where you felt the same way.
2. Emotional Empathy – You feel the same emotions as someone else; you are drawn in emotionally.
3. Compassionate Empathy – You feel strongly and moved to take action for someone else.

## Empathy and Leadership

- As a leader, it's important to model empathetic behaviour and encourage your team to follow your lead.
- Professional Skills training can help your team develop their empathy skills like active listening, perspective-taking and emotional intelligence.

## Talent Development and Professional Skills

- The largest skills gaps are professional skills.
- Fun fact: 20% of CEOs spend more time learning professional skills than the average learner.
- Ask yourself – are you actively working on developing these professional skills?
  - Communication
  - Empathy
  - Emotional Intelligence
  - Initiative-taking
  - Adaptability
  - Growth Mindset
  - Time Management

## Active Listening Skills

There are five levels of listening:

- Level 1: Listening for the Gist.
- Level 2: Listening to Rebut.
- Level 3: Listening for Logic.
- Level 4: Listening for Emotion.
- Level 5: Listening for Their Point of View.

## How to Demonstrate Empathy:

- Focus 100% on listening and understanding, not the outcome.
- Be present.
- Remove judgement and preconceived ideas.
- Use empathy statements – such as – *I appreciate you letting me know what's going on.*
- Recognize the other person's feelings as legitimate and respect them – you don't have to agree with them!
- Ask yourself – what is not being said? What is their body language like?
- Be soft on the person, hard on the problem.

Catch the [replay](#) or browse our [free resources](#). Ready for the next step? Register for our next [Emotional Intelligence - The Path To Professional Success](#) class or browse our [Professional Skills](#) course library.