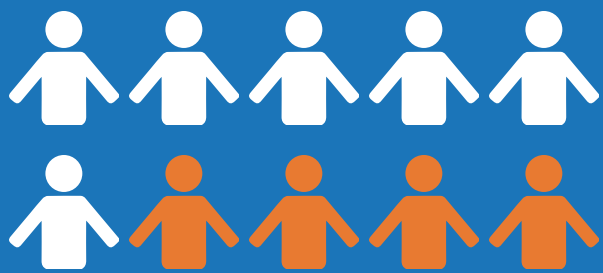


THE VALUE OF EMPATHY

NOBODY CARES HOW MUCH YOU KNOW,
UNTIL THEY KNOW HOW MUCH YOU CARE.
-THEODORE ROOSEVELT



6 out of 10 employees
would take a pay cut for
an empathetic employer

78%

Would leave for equal pay
if the other employer was
more empathetic

80%

Of employees would be
more likely to work
longer hours for an
empathetic employer

42%

Of customers refuse to
buy from a employer that
is viewed as unempathetic

87%

Of CEOs believe empathy
is tied to a company's
financial performance

CULTIVATING EMPATHY

Active Listening



Concentrate your focus on the person you are speaking with. Attempt to focus only on the present and what they are communicating. Avoid spending your time formulating your next response in your head while the other person is speaking.

Non-Verbal Communication

Be cognoscente of non-verbal communication, both your own and the person with whom you are speaking.



Perspective

Verbally acknowledge the other person's perspective.

Curiosity

Ask questions and truly listen to the answers. Ask follow-up questions when you are not 100% sure you understand.

