EMPATHY: The True Killer App
Katja E. Cahoon, LCSW, MBA
IIEX NA 2017
"All those in favor say 'Aye.'"

"Aye."

"Aye."

"Aye."

"Aye."

"Aye."

© The New Yorker Collection 1979 Henry Martin from cartoonbank.com. All Rights Reserved.
WHEN YOU POINT YOUR FINGER AT SOMEONE, THERE ARE THREE FINGERS POINTING BACK AT YOU.
DON’T PANIC!
LET’S SEE HOW YOU DID!
There are no bad ideas in a brainstorm. Except this one.
“The greatest trick the devil ever pulled was convincing the world he did not exist.”

The Usual Suspects
EMPATHY:

1) **Cognitive capacity** to take the subjective perspective of another person,

2) **Affective response** to another person, incl. sharing their emotional state.
“I want them to realize that we are people just like them. Don't look at me and my friends as just another profit but people with voices. People with dreams, aspirations and goals. If they can see that then we can create dialogue to better deliver the products and services we need.” Laquan, US
BETTER QUESTIONS
FOUR ELEMENTS OF EMPATHY
four elements of empathy

PERSPECTIVE TAKING

Are we looking at the topic, communication, brand from the perspective of our consumers?

Do we have fresh research that helps us with this?

Do we feel we “know everything?”

Have we walked in consumers’ shoes?
four elements of empathy

**PERSPECTIVE TAKING**

Are we looking at the topic, communication, brand from the perspective of our consumers?

Do we have fresh research that helps us with this?

Do we feel we “know everything?”

Have we walked in consumers’ shoes?

**STAYING OUT OF JUDGEMENT**

Do we have stereotyped, simplified, or biased views of our target audience?

Is our team diverse enough or do we need to pull in external resources and research?

Do we have a devil’s advocate or a voice of the consumer to keep it real?
four elements of empathy

**PERSPETIVE TAKING**

Are we looking at the topic, communication, brand from the perspective of our consumers?

Do we have fresh research that helps us with this?

Do we feel we “know everything?”

Have we walked in consumers’ shoes?

**STAYING OUT OF JUDGEMENT**

Do we have stereotyped, simplified, or biased views of our target audience?

Is our team diverse enough or do we need to pull in external resources and research?

Do we have a devil’s advocate or a voice of the consumer to keep it real?

**RECOGNIZING EMOTIONS IN OTHERS**

Do we truly feel what our consumers are feeling or have we just measured their emotions?

Have we allowed ourselves to walk in their shoes, see the world through their eyes, and get a glimpse of their emotional reality?
four elements of empathy

**PERSPECTIVE TAKING**
Are we looking at the topic, communication, brand from the perspective of our consumers?

Do we have fresh research that helps us with this?

Do we feel we “know everything?”

Have we walked in consumers’ shoes?

**STAYING OUT OF JUDGEMENT**
Do we have stereotyped, simplified, or biased views of our target audience?

Is our team diverse enough or do we need to pull in external resources and research?

Do we have a devil’s advocate or a voice of the consumer to keep it real?

**RECOGNIZING EMOTIONS IN OTHERS**
Do we truly feel what our consumers are feeling or have we just measured their emotions?

Have we allowed ourselves to walk in their shoes, see the world through their eyes, and get a glimpse of their emotional reality?

**COMMUNICATING THAT**
Taking into account co-creation, are we truly communicating that we understand our consumers and their emotions and reality?

Or are we trying to inject meaning or convey a stereotyped sense of their reality and emotions?
LET'S CHANGE WHAT IT MEANS TO DO THINGS

#LIKEAGIRL

always
MORE AND BETTER QUESTIONS!