

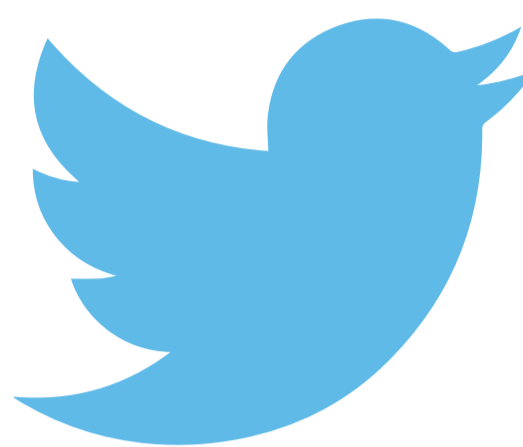
# The Power of Empathy

@belindaparmar





**of us are engaged  
in our work**

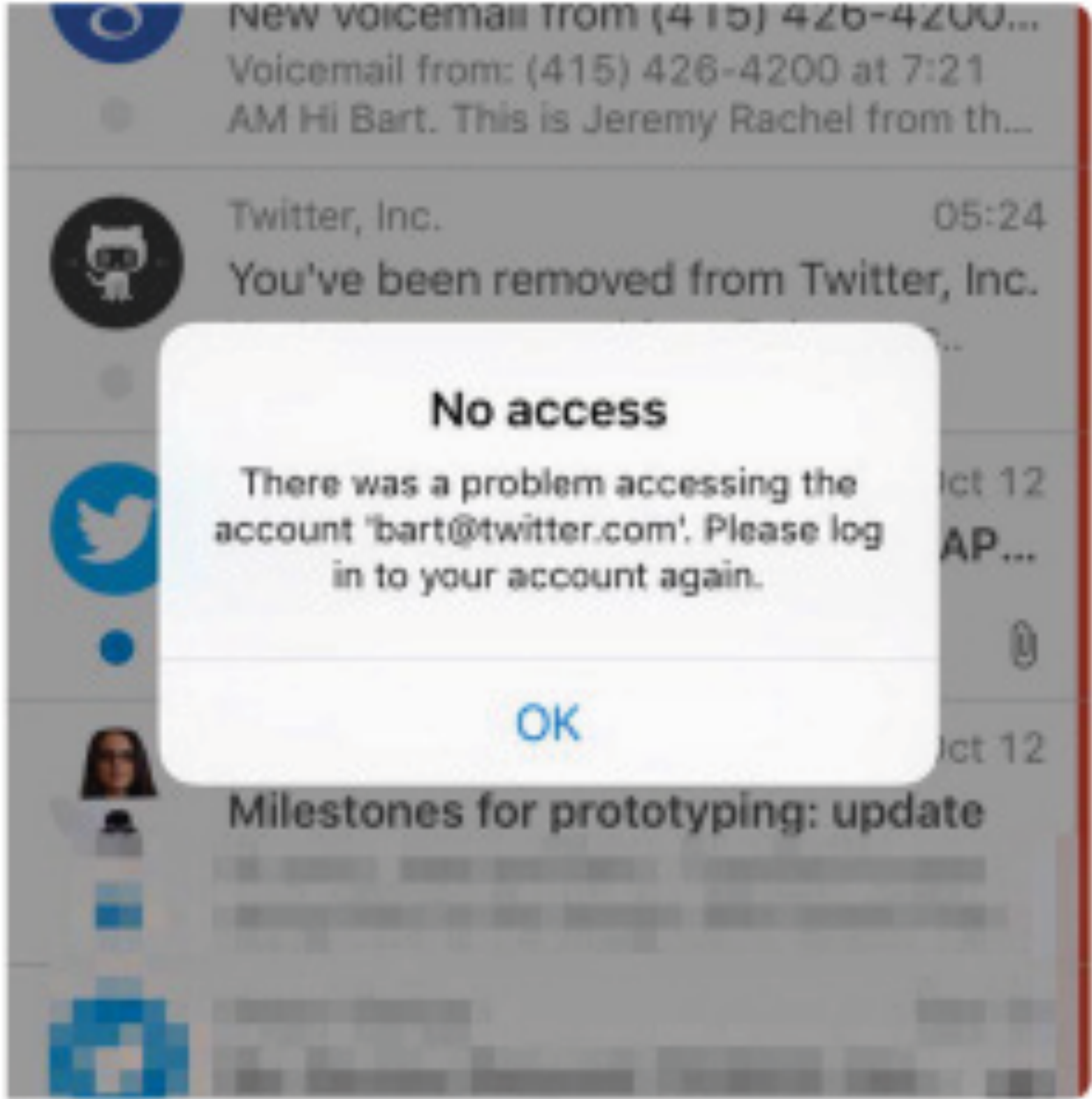
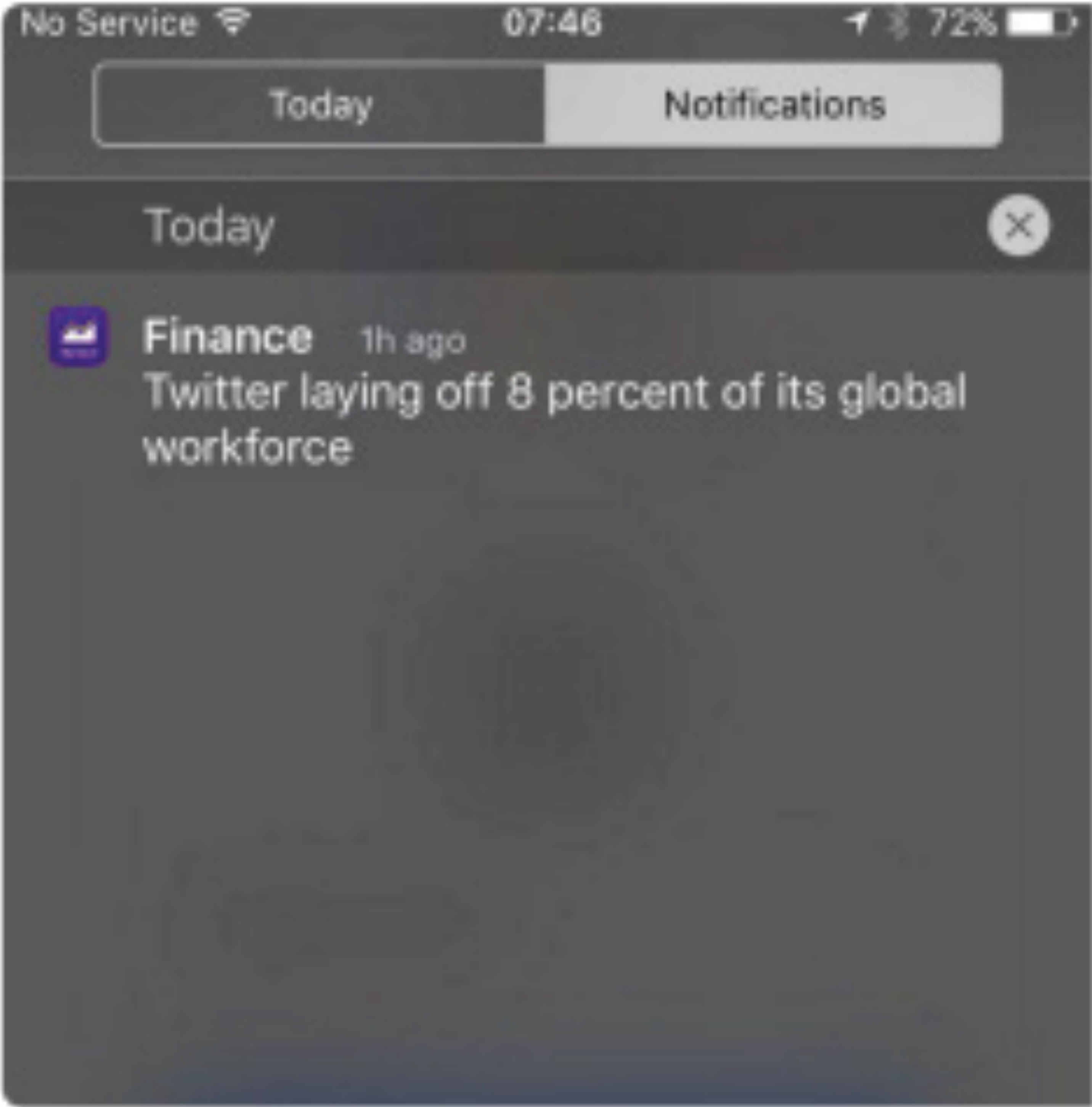


**Bart Teeuwisse**  
@bartt



Follow

I've been impacted by \$TWTR's layoffs. This is how I found out this morning.



RETWEETS

772

FAVORITES

233

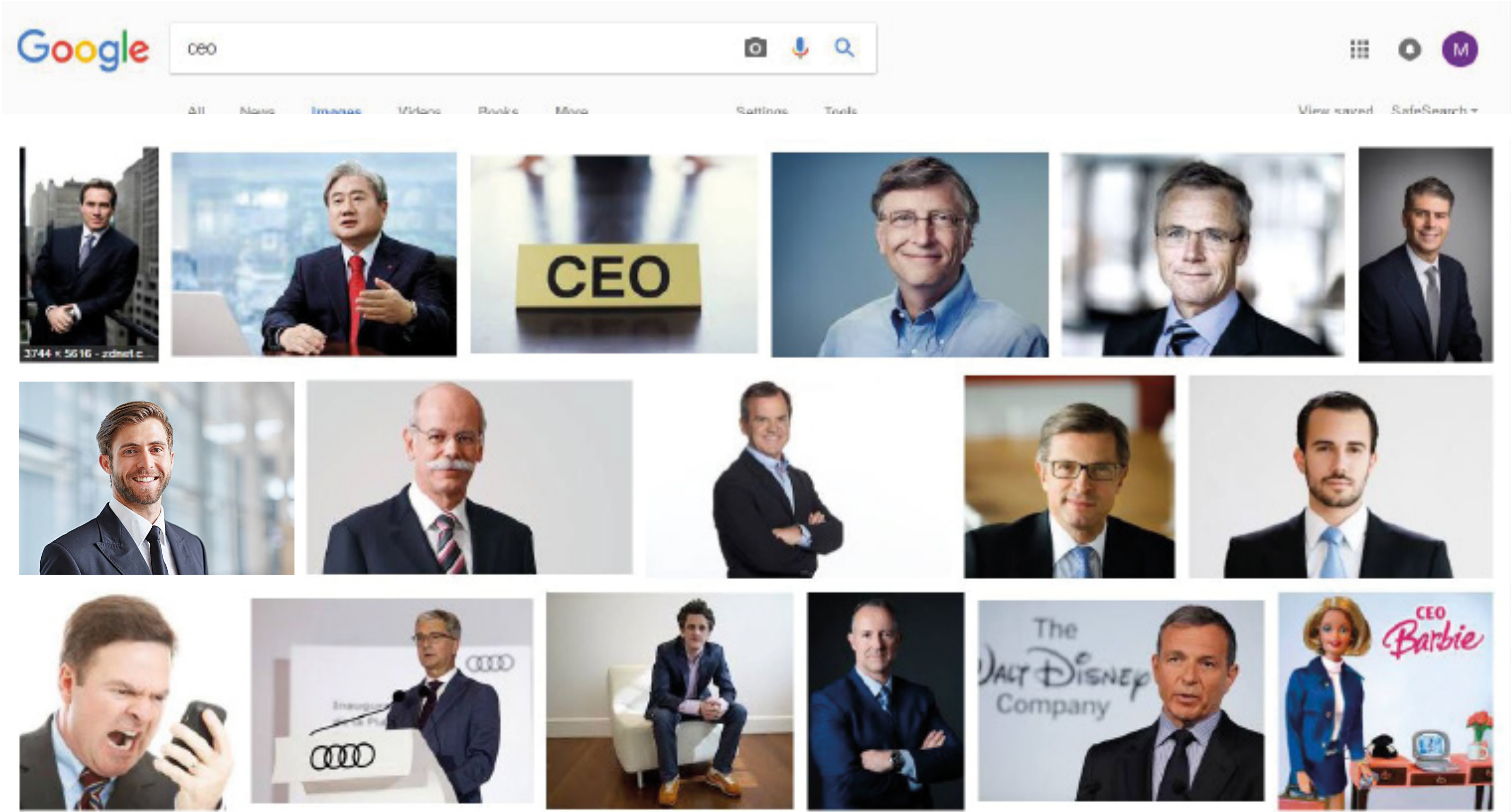


10:51 AM - 13 Oct 2015

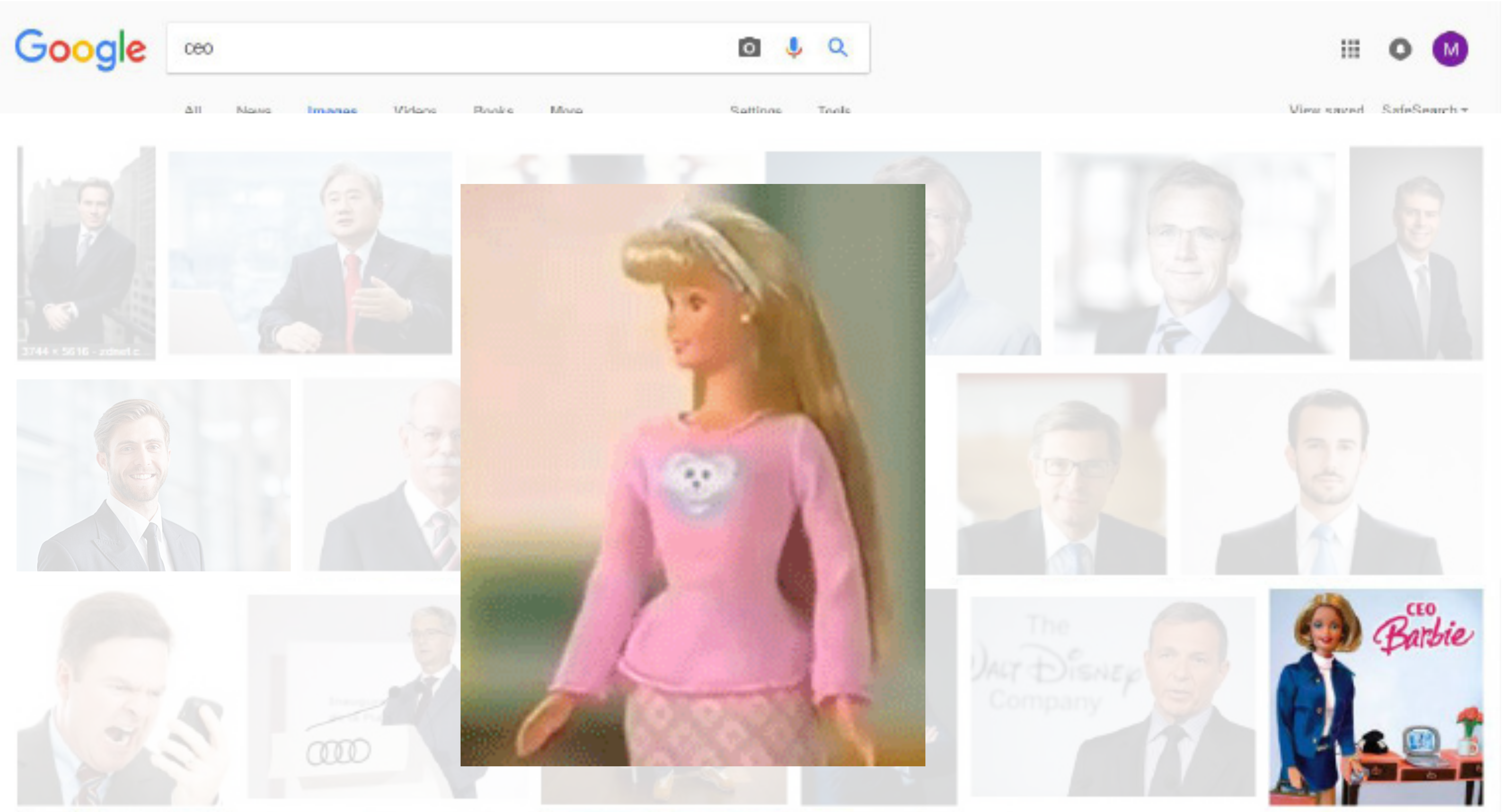
# The Power of Empathy



The Power of Empathy



The Power of Empathy



<b>E</b>	<b>EMPOWERMENT</b>	How empowered are your people to deliver change?
<b>M</b>	<b>MEANING</b>	Do people understand your purpose and how does it 'show up' everyday?
<b>B</b>	<b>BELONGING</b>	Do people feel they belong and that their voices are heard?
<b>R</b>	<b>REASSURANCE</b>	Do people trust you will do what you say consistently?
<b>A</b>	<b>AUTHENTICITY</b>	How different are staff at work to at home?
<b>C</b>	<b>COLLABORATION</b>	How much of a team spirit is there and collaborative working practices?
<b>E</b>	<b>ETHICS</b>	Is there an ethics and integrity of senior leadership?

# **Empathy directly correlates with**

**Growth**



**Earnings**



**Productivity**



The  
Power of  
Empathy

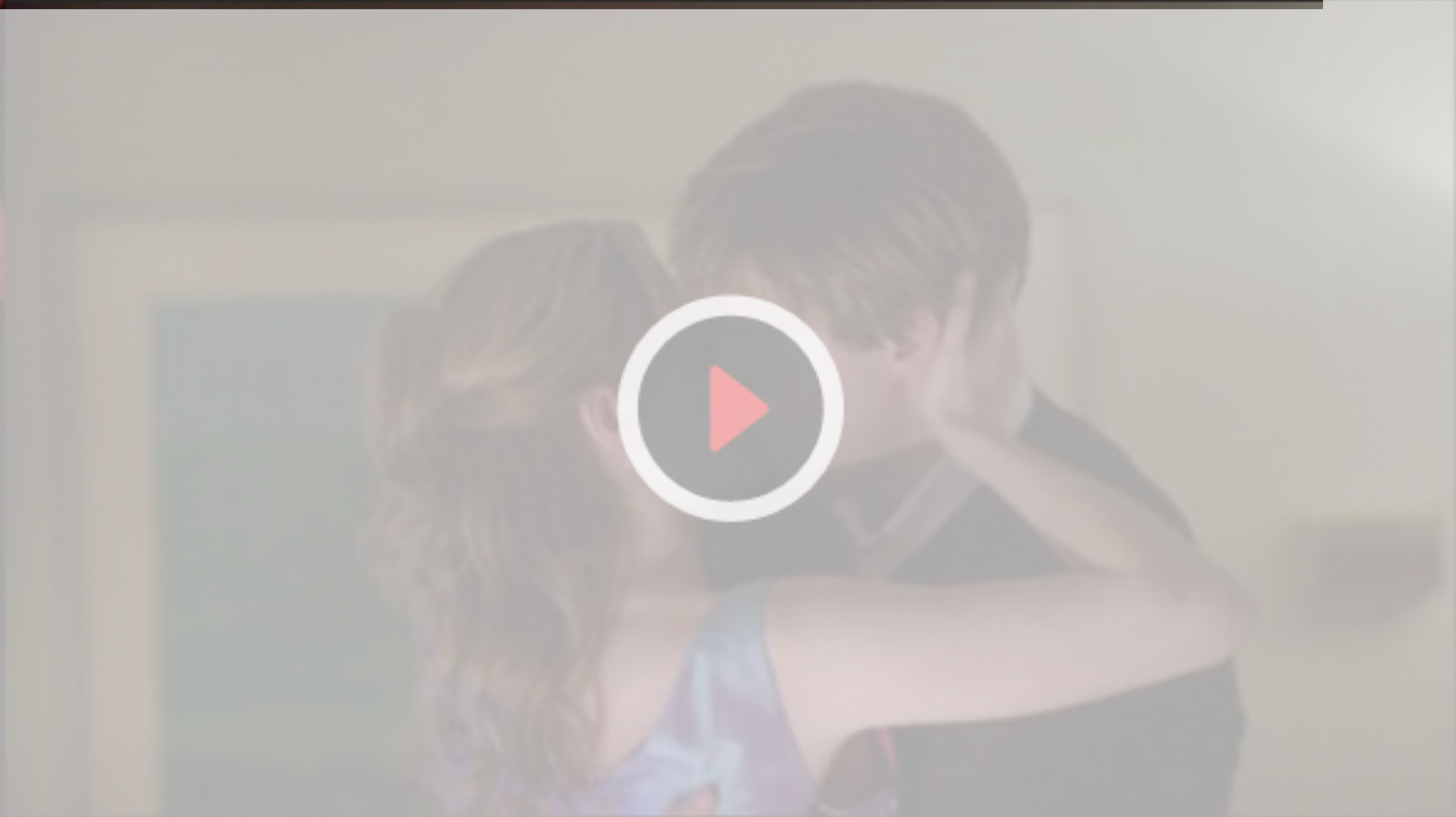


LADY  
GEEK



**Technology is fuelling the empathy deficit**

Next episode playing in 8 seconds



Back to Browse

More Episodes

BEST FRIENDS

Jacob J

15🔥😎😄★

Vincent

150🔥😄★

Ethan

200🔥😎😄★

Cody

25🔥😎😄★

RECENTS

Raymon

5🔥😎😄□

G  
H  
I  
J  
K  
L  
M  
N  
O  
P  
Q  
R  
S  
T  
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V  
W  
X  
Y  
Z

# Junk Tech

*noun*

1. Technology that has low intellectual and interpersonal value. Typically produced in the form of packaged digital “snacks” needing little or no preparation or cognitive effort.

**We need to recruit for empathy**



# The Power of the Nudge

# Unempathetic

## Fortnite

Game review by [David Chapman](#), Common Sense Media



*Common Sense says*  
 age 13+   
Fantastic action game mixes violence, strategic thinking.

Mac, PlayStation 4, Windows, Xbox One | \$59.99 | 2017

[Save](#) | [Rate game](#)  
[Sign in](#) or [join](#) to save for later

<i>Parents say</i> age 11+  Based on <a href="#">87 reviews</a>	<i>Kids say</i> age 10+  Based on <a href="#">109 reviews</a>
--	--

Get it now

Common Sense is a nonprofit organization. Your purchase helps us remain independent and ad-free.

# Empathetic

## Fortnite

Game review by [David Chapman](#), Common Sense Media



*Common Sense says*  
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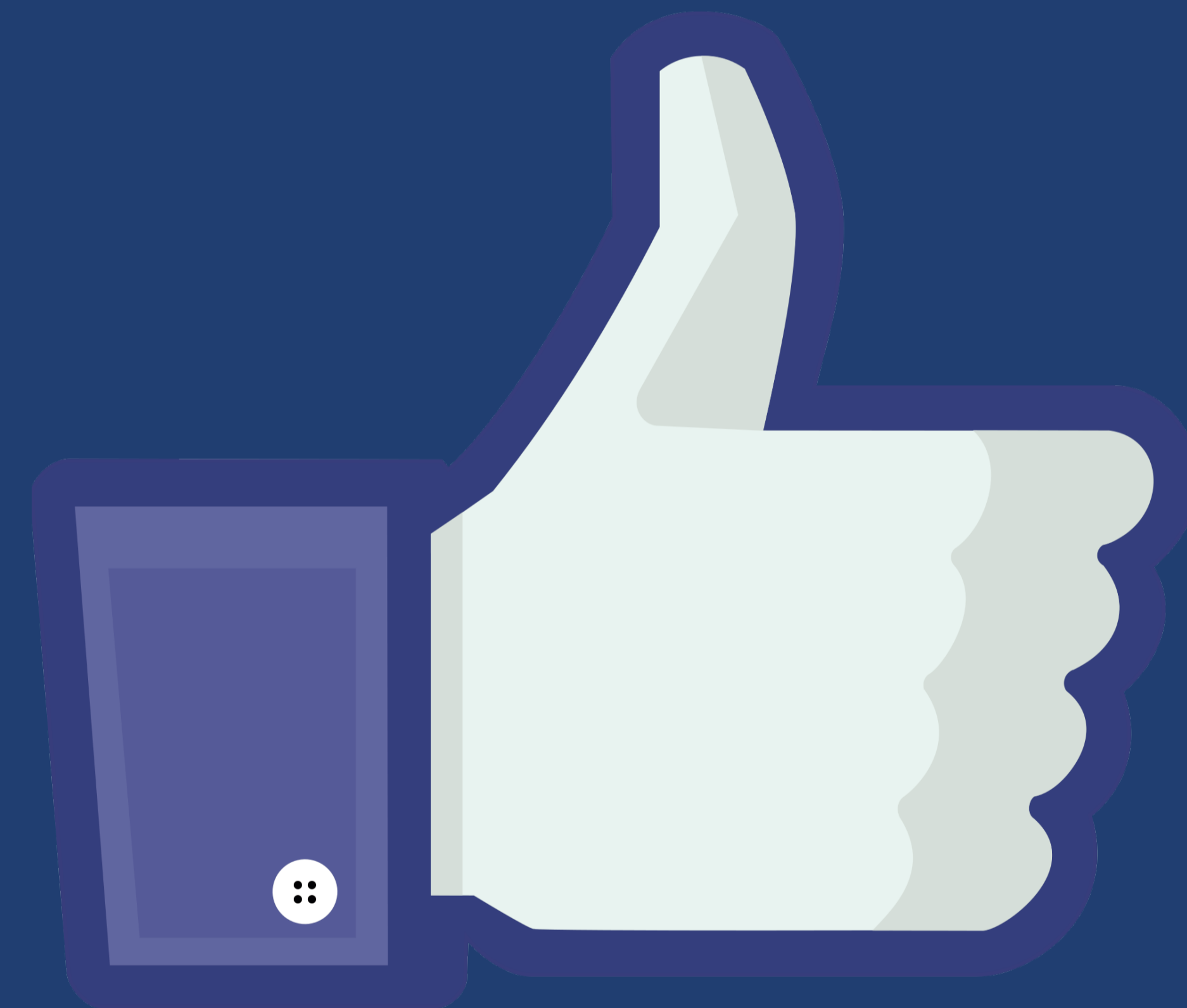
[Save](#) | [Rate game](#)  
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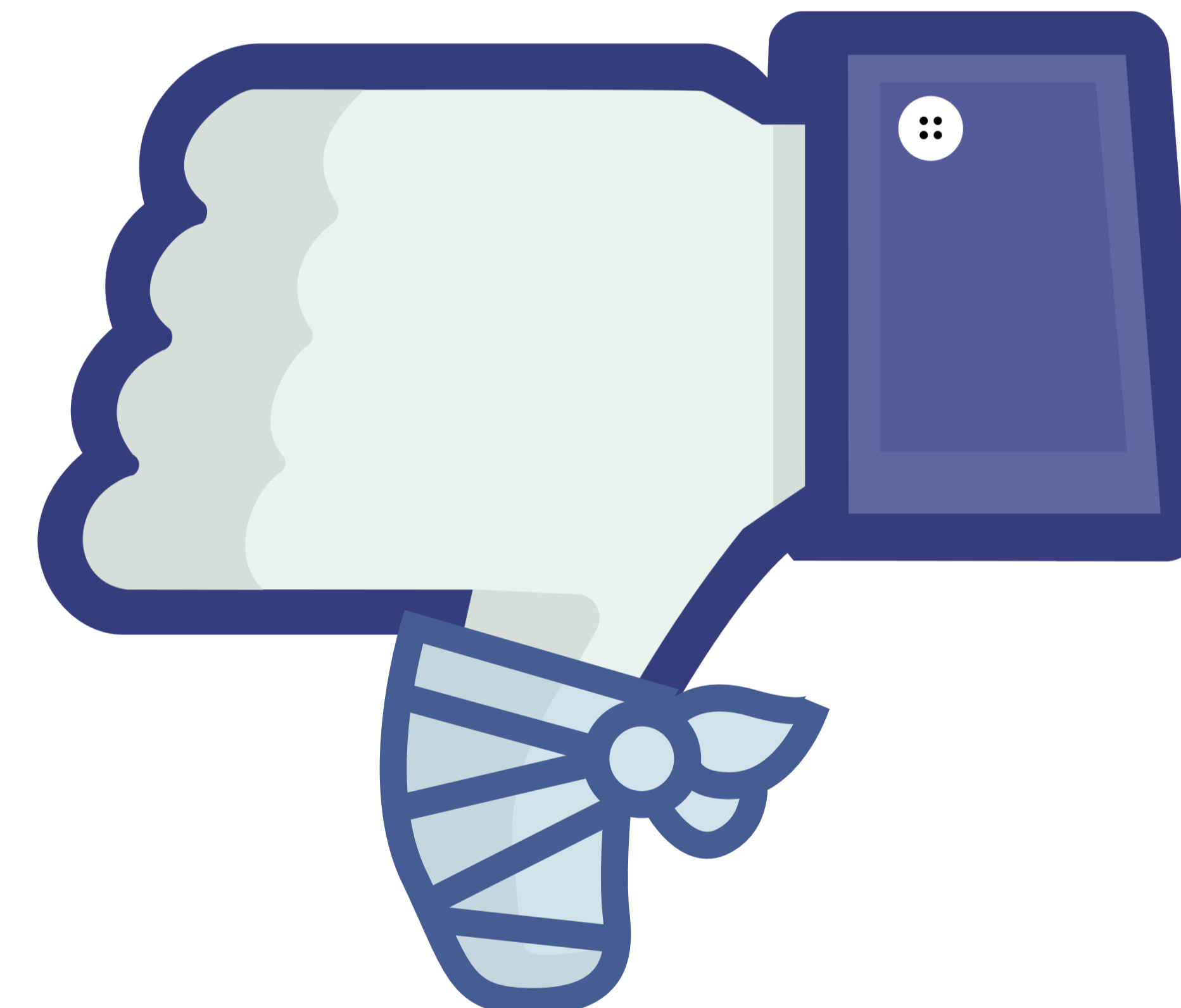
*How addictive?*  
**Very addictive**  
 Based on [214 reviews](#)

Common Sense is a nonprofit organization. Your purchase helps us remain independent and ad-free.

## **Unempathetic**



## **Empathetic**



**I feel crap**

Unempathetic

Empathetic

Head Office



Support Hub

## Unempathetic

Process over  
People

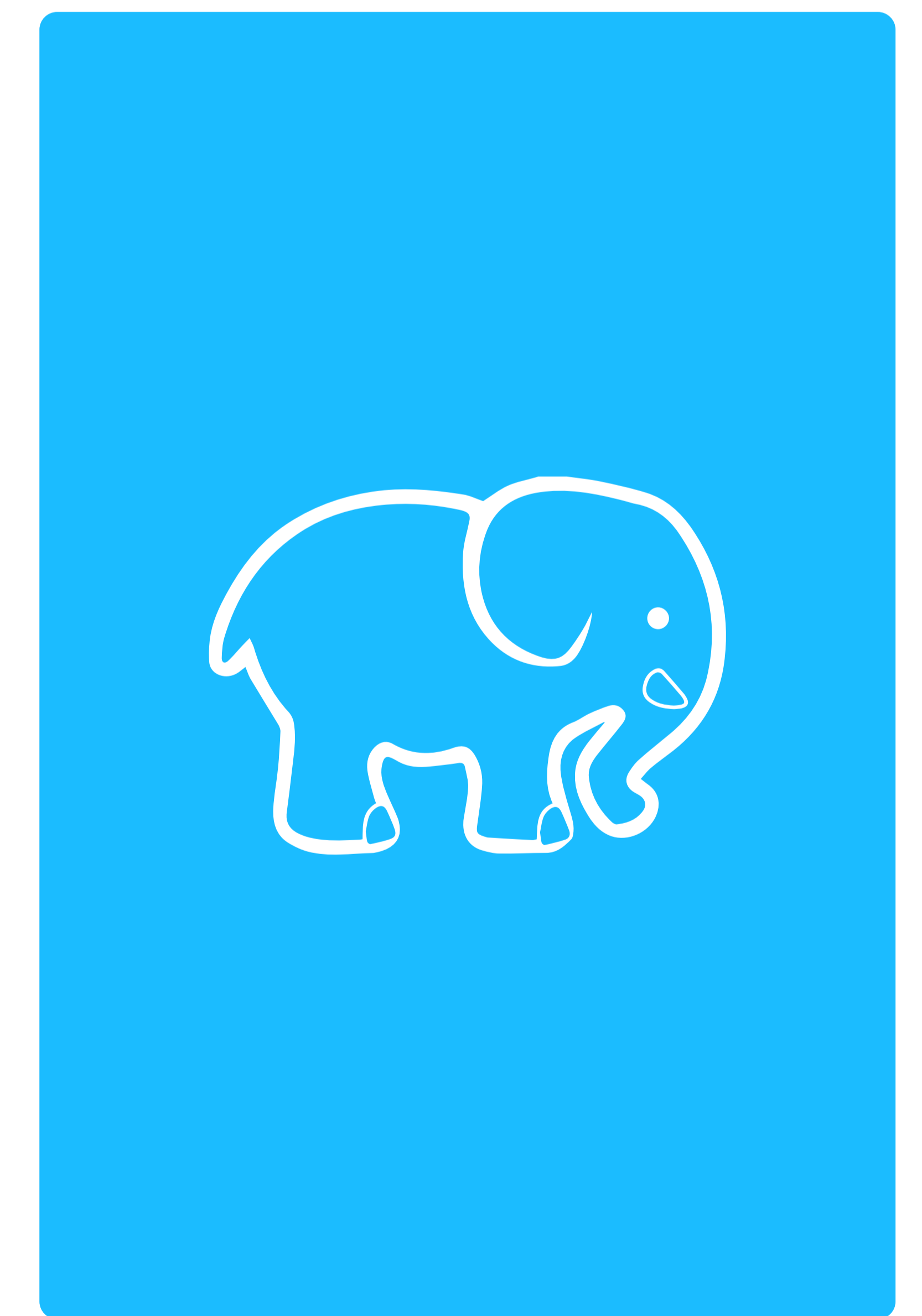
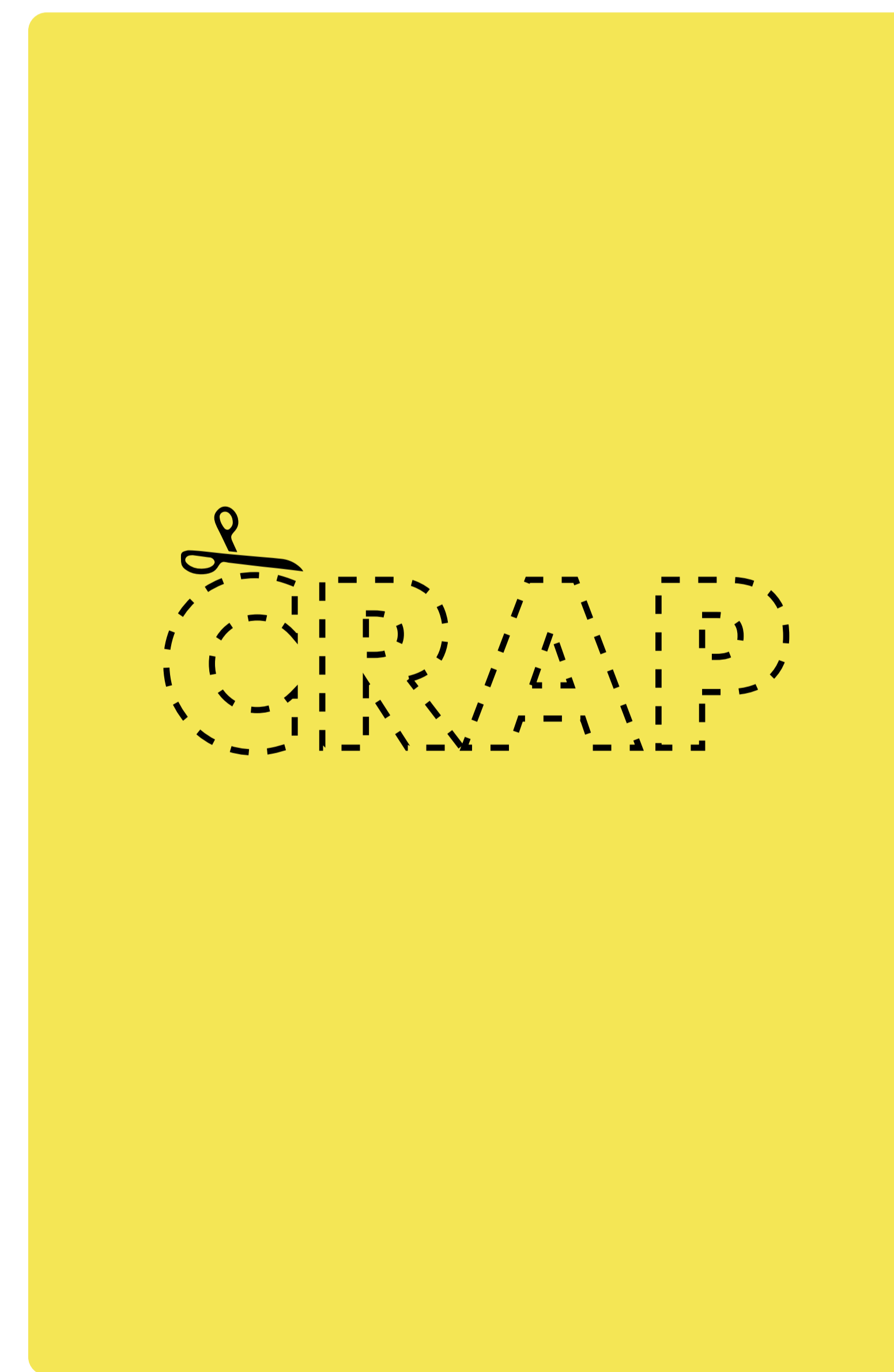
## Empathetic

“What would  
you do if it was a  
member of your  
family?”

# Unempathetic



# Empathetic



# Unempathetic



# Empathetic





**@belindaparmar**

**#TheTruthAboutTech**

[www.TheEmpathyBusiness.com](http://www.TheEmpathyBusiness.com)