

IGNITE360

Building Empathy
to Create Stronger
Connections



Empathy skills are in decline

- Empathy skills are in decline – **down nearly 40%** according to studies.
- **EQ skills are in high demand** to generate better collaboration and decision making in the workplace.
- **Empathy is a foundational skill** in all of Ignite 360's work.
- Ignite 360 has developed **The 5 Steps to Empathy** which is the subject of CEO Rob Volpe's book *Tell Me More About That: Solving the Empathy Crisis One Conversation at a Time* (publication 2/22/22)
- Ignite 360 has created a series of **empathy trainings and coaching opportunities for clients** to strengthen their empathy skills and apply it to their work.



***I think we all have empathy.
We may not have enough
courage to display it.***
–Maya Angelou

We coach empathy principles to your team

- **Coaching throughout the project** addresses the deficit of empathy prohibiting connection and understanding.
- Our clients develop skills to **build and apply empathy to solve problems.**
- Customized workshop trainings offered with **Learn, Practice, Apply approach.** Sessions are interactive putting principles into practice right away.
- Training has been developed by our **Learning Catalyst, Eric Snyder, a former senior corporate trainer and organizational learning expert.**



“ *If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from our own. –Henry Ford*

Our Approach

First, go to Empathy Camp™

Second, put the training into practice by playing Lifeology™

Then, build an ongoing empathy program



Empathy Camp™ for your team

Four-hour training in our proprietary **5 Steps to Building and Applying Empathy**. The training teaches participants to access empathy and the benefits of doing so in a Learn, Practice and Apply approach. The program also helps participants bring awareness to barriers and how to overcome them.

Play Lifeology™ with consumers

Team members pair up **one-on-one with up with consumers** for immersive game play, conversation and learning, either virtual or in-person.

We then facilitate the team in a debrief and application conversation to complete the experience.

Build an ongoing empathy program

Once your team has the skills to build empathy, put it into ongoing practice to develop a consumer-centric organization.

Keeps your team's finger on the pulse of the consumer and delivers intuition that can save time and budget on decision making.

Our Guiding Principles



Safe

Creating safe learning spaces for all participants.

Empathetic

Learn, Practice, Apply training approach to interviewing and 5 Steps to Empathy.

Bespoke

Bespoke focus on program design and Lifeology engagement for greatest impact.

Honest

Honesty begets honesty. Open conversation with consumers as opposed to “research” style secret identities.

Immediate

Application sessions immediately following consumer interaction.

Phase 1

Empathy Camp™

The training will take place over the course of four hours. We take a Learn, Practice and Apply approach to training. This enables participants to build organically on what they are hearing and experiencing. We recommend a few stakeholder pre-interviews to assess barriers and a confidential skills assessment survey to help inform content customization.

What is Empathy

The ability to share someone else's perspective or their emotions. In practice, empathy builds connections which grows business.

5 Steps to Empathy

- **Step 1:** Dismantle Judgment
- **Step 2:** Ask Good Questions
- **Step 3:** Actively Listen
- **Step 4:** Integrate into Understanding
- **Step 5:** Use Solution Imagination



Phase 2

Lifeology™

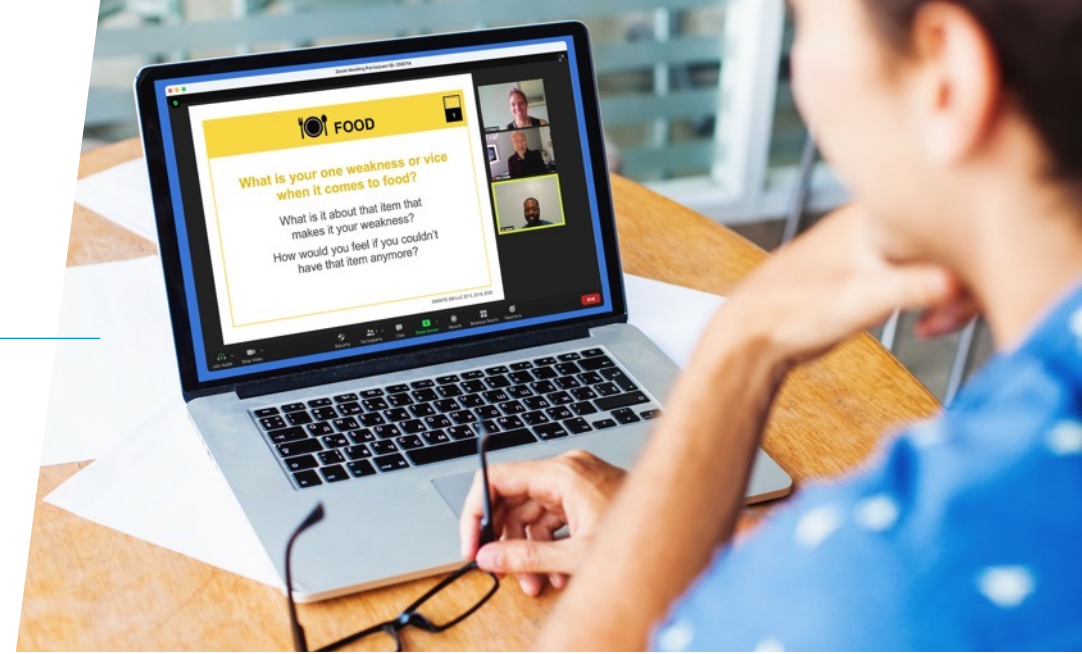
Team members and customers will meet (in-person or via webcam) and play our proprietary game to build empathy. Each "player" asks and answers questions on topics related to the client's category as well as broader topics, such as their day-to-day lives, values and world view.

We believe that **honesty begets honesty**: when team members come as their authentic selves and answer the questions honestly, consumers open up and provide deep insights into their world.

After participating in an early Lifeology session, one of our clients summed it up so eloquently, it's become the slogan for the game:

"The more you give, the more you get."

After the Lifeology session is completed, Ignite 360 will facilitate a **debrief session** with the team. Notes with themes from the sessions will be later shared in a brief PPT.



Phase 3

Ongoing Empathy Engagements

Empathy-building doesn't stop once Empathy Camp is over. We work with our clients to create facilitated empathy engagements customized to their business objectives. What form does this take? It's at the intersection of imagination and business needs but typically we provide consumer interaction, possibly a 'mirroring' exercise where the team has to reflect their assigned consumer's behavior. A short live 1:1 interaction to discuss in more detail and always a facilitated debrief and application session.

After the session concludes, we take the debrief and action notes and turn them into short PPTs that your team can reference for future needs.

One client recently described this output as ***a night and day difference over the other firm. A level of granularity that the team could use, and so much more polish!***”

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Ready to build
your team's
empathy skills?

Contact us today!

IGNITE360

