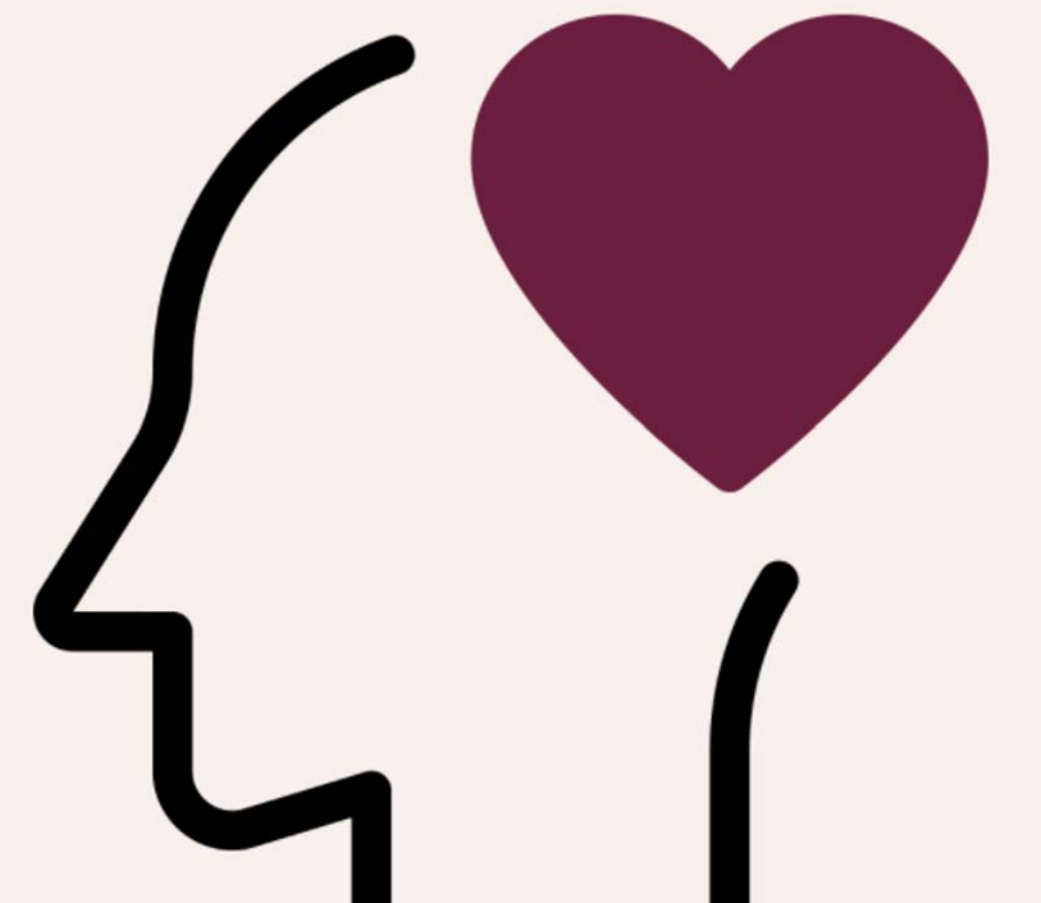


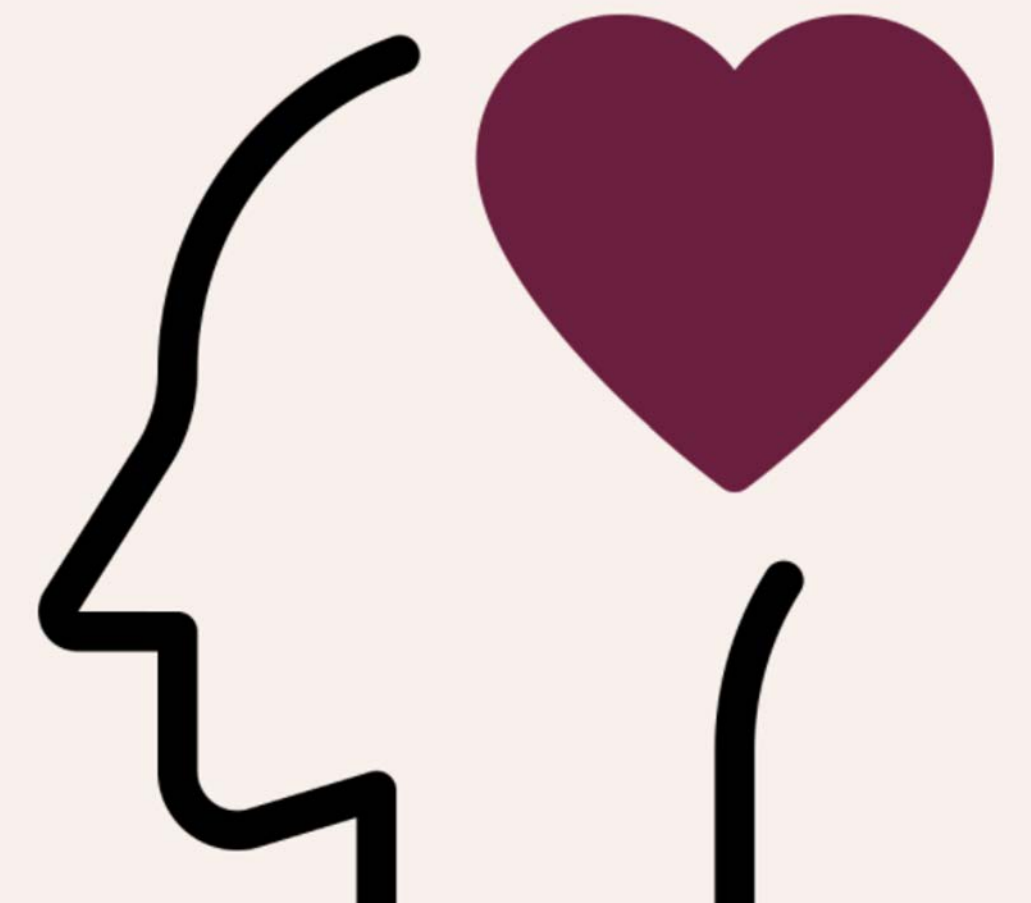
The ROI of Empathy

**How an Empathetic Culture Fuels Innovation,
Enhances the Employee Experience
& Cultivates a Loyal Workforce**



Agenda:

- 1. Maria Ross - Empathy at Work**
- 2. Scott Burns & Peter Dircks - Scaling Empathy Through Connection and Opportunity**
- 3. Questions**



Introductions



Maria Ross
Founder, Red Slice
Author, *The Empathy Edge*



Peter Dircks
Vice President & General Manager,
Fireside Hearth & Home



Scott Burns
CEO & Co-Founder,
Structural

THE EMPATHY EDGE

*HOW AN EMPATHETIC CULTURE FUELS
INTERNAL MOBILITY, ENHANCES THE
EMPLOYEE EXPERIENCE, AND CULTIVATES A
LOYAL WORKFORCE*

Maria Ross, Red Slice LLC
@redslice
IG: @redslicemaria

THE ROOT OF EVERY PROBLEM



LACK OF EMPATHY



THE COST OF BEING UNWILLING TO STEP INTO ANOTHER'S SHOES

WE REMAIN PARALYZED

*WE REPEAT THE SAME
MISTAKES*

*WE DON'T CONNECT AND
ENGAGE*



*We degrade our
brand reputation,
team productivity,
customer experience,
organization's performance*

BUT THERE'S HOPE!

EMPATHY AT WORK

DEFINE

What empathy means
in a business context

DISCOVER

4 crucial organizational benefits that
empathy delivers

LEARN

How to avoid the “empathy veneer”

ACT

3 ways your organization can cultivate an empathetic culture
right NOW

WHAT IS
EMPATHY



WHAT IS EMPATHY?



“..see the world through the eyes of those who are different from us.”

-BARACK OBAMA

“The ability to recognize and share other people’s feelings.”

-SIMON SINEK



EMPATHY AT WORK

Being willing and able to see,
understand and
(where appropriate)
feel another person's perspective
and, further, use that information
to ACT compassionately.



HOW DOES
EMPATHY

*BENEFIT YOU & YOUR
ORGANIZATION?*





Empathetic people perform higher, are more productive and create more innovation

How important are such soft skills to innovation & market dominance? Google's Project Aristotle

Emotional Intelligence is one of the most in demand skills in 2020. Why? Keep pace with rapid change.



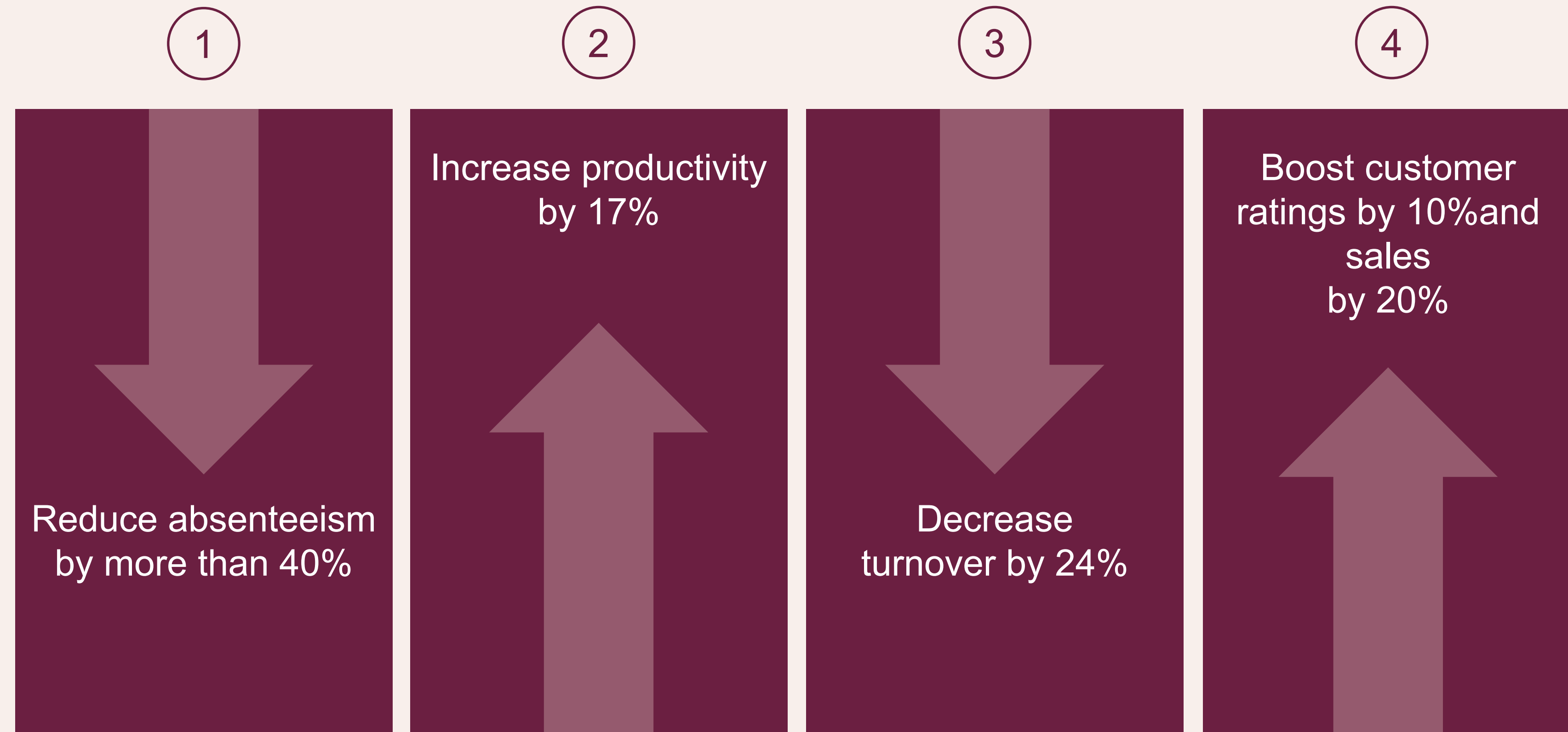
2. BOOST ENGAGEMENT & COLLABORATION

Empathetic companies experience higher retention, morale, productivity and innovation

- Google Project Oxygen: Top performers
- Avoid costly disengagement

THE COST AND OPP OF EMPLOYEE ENGAGEMENT

A more empathetic, engaged workforce can:



(Source: Gallup, 2017)

3. APPEAL TO MILLENNIALS AND GEN Z



Empathetic cultures appeal to them as talent;
Empathetic brands appeal to them as consumers

INCOMING TALENT EXPECTS A NEW NORMAL

Millennials are “the most traditionally diverse generation in history” They value cognitive diversity.

- **71 percent** of millennials want their coworkers to be like a “second family”
- **75 percent** of them believe that their employer should mentor and nurture their innate talents.

(Sources: 2015 Deloitte leadership study, and World Economic Forum 2016)



Only 59% of
millennials
are Caucasian



27% have
immigrant
backgrounds

4. DRIVE SALES GROWTH

By aligning with customer needs, empathetic companies lead the market and reap financial success

- Improve CX, reduce churn = Increasing customer retention rates by 5% increases profits by 25% to 90% (Bain and Co.)
- Ryanair: **↑** 43% net profit

EMPATHY DRIVES FINANCIAL PERFORMANCE

CEOs surveyed believe workplace empathy drives financial benefits, better performance and business growth.

87% of CEOs see a direct link between empathy and business performance

87%

42% believe that empathy has the potential to drive faster business growth

42%

50% think more empathetic companies make more innovative products and services for customers.

50%

(Source: 2018 Businessolver State of Workplace Empathy)



AVOID THE EMPATHY VENEER

WALK YOUR TALK

What policies, hiring practices, rewards, or protocols exist to foster empathy from the inside out?

For YOU: Strengthen your empathy muscle until it becomes default mode.

3 PRACTICES TO BUILD AN EMPATHETIC CULTURE

1

CREATE AN ENVIRONMENT OF TRUST

2

ENABLE OPEN COMMUNICATION

3

INVEST IN INTENTIONAL MENTORSHIP/
GENERATIONAL UNDERSTANDING



1. CREATE AN ENVIRONMENT OF TRUST

Offer supportive policies

Give employees agency to find opportunities and experts when they need to.

Run empathetic meetings!

2. ENABLE OPEN COMMUNICATION

Transparent access to opportunities, information

Get to know each other before diving into business

Remote working: be intentional, use technology to stay connected, level the playing field



3. INVEST IN INTENTIONAL MENTORSHIP AND TRAINING



Encourage honest dialogue and access across the organization.

Offer training on differences in motivation, context.
Bridge the generational divide!

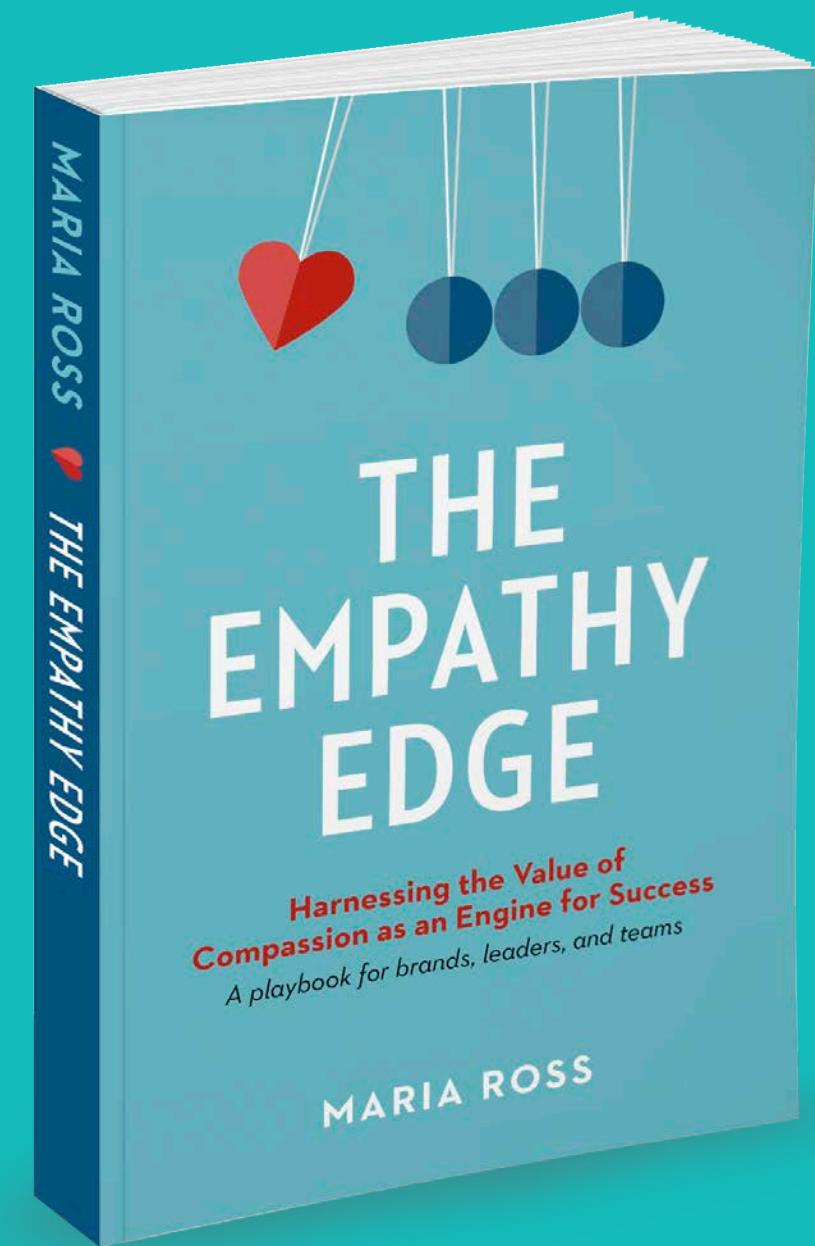
Enable employees to find and create intentional mentoring relationships

“There will be times when your resolve to serve humanity will be tested. Be prepared. People will try to convince you that you should keep your empathy out of your career. Don’t accept this false premise.”

-TIM COOK, CEO, APPLE



THANK YOU!



Questions or comments:

maria@red-slice.com

T: @redslicemaria

IG: @redslicemaria

*Sign up for more insights +
inspiration*

www.red-slice.com

www.TheEmpathyEdge.com

*Interested in Empathy workshops?
Let's talk!*



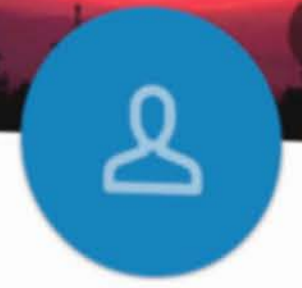







**Building an Empathetic Culture
Starts by Connecting People to
Each Other & Opportunity**

in Scaling Empathy... Connection and Opportunity







People you may know with similar roles

See all

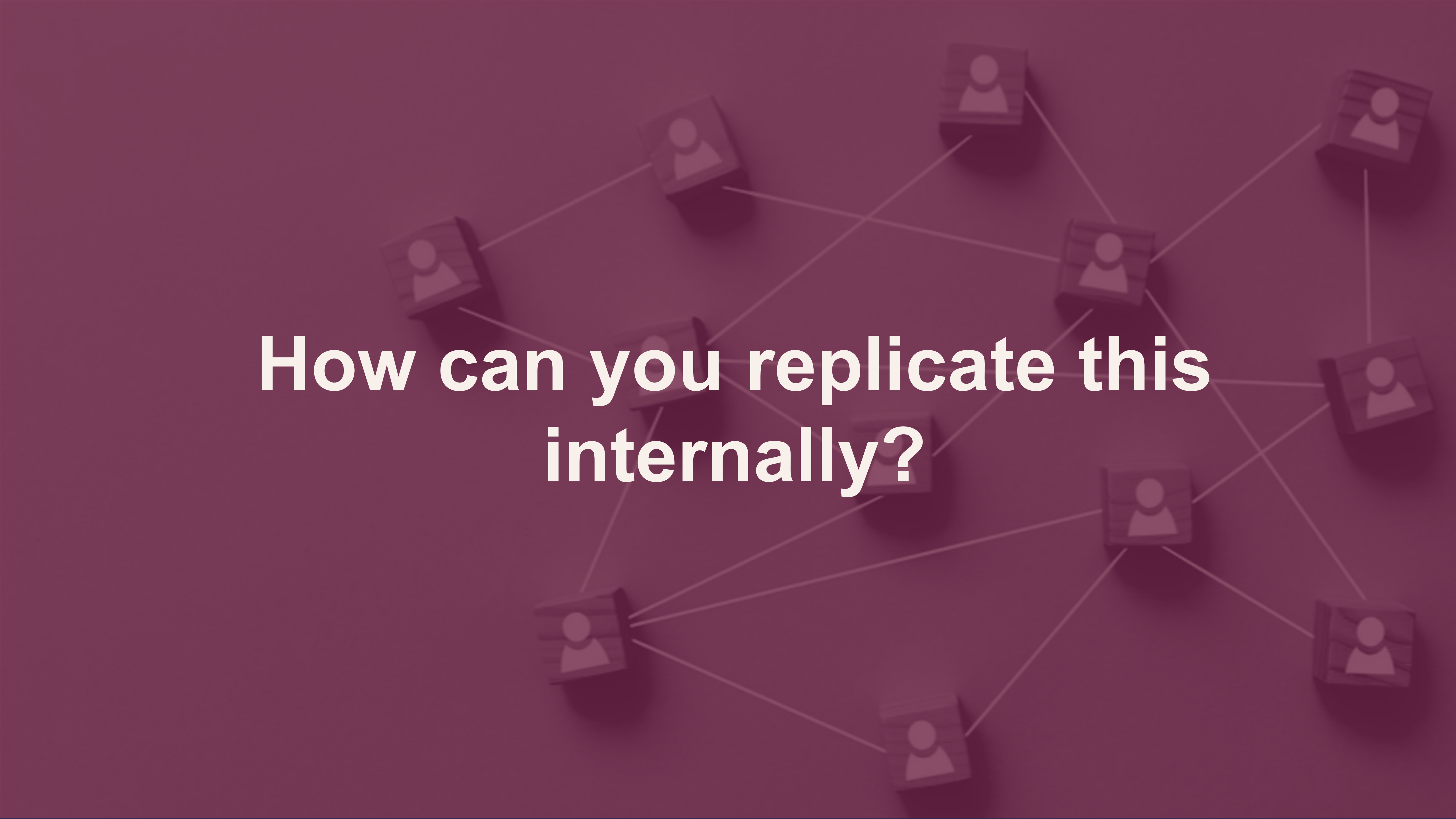
 <p>Mona Elabbady Division Lead – Transit Planning & Design a... 7 mutual connections Connect</p>	 <p>Terri Dahlberg HR Operations Manager at ResCar... 4 mutual connections Connect</p>	 <p>Deanna Finch Clinical Operational Facilities Director at... 1 mutual connection Connect</p>	 <p>Chelsea Ihle Practice Lead, Data & Analytics at Slalom... 5 mutual connections Connect</p>
 <p>Zachary Walters Entrepreneur and Aspiring Novelist 8 mutual connections Connect</p>	 <p>Emma Remer Creator + Doer Operations Manage... 2 mutual connections Connect</p>	 <p>Kristen Luedtke Business Operations Manager at Infor 2 mutual connections Connect</p>	 <p>Randy Meyer Plant Manager at ITW Heartland 1 mutual connection Connect</p>

Connection

Opportunities based on your profile

 <p>Regional Director, Engagement and Enrollment Be The Match Minneapolis, MN, US 30 min commute 19 alumni 9 hours ago</p>	 <p>Manager, Brand Experience (Convenience & Foodservice) General Mills Minneapolis, MN, US 1 connection 5 days ago</p>	 <p>Insights Supervisor - SIBG Global Marketing Center 3M Maplewood, MN, US 1 connection 17 hours ago</p>
 <p>Sourcing Specialist II Polaris Inc. Brooklyn Park, MN, US 1 connection 5 days ago</p>	 <p>Operations Specialist FirstService Residential Minnesota Bloomington, MN, US Actively recruiting 3 weeks ago • 3 applicants</p>	 <p>Global Manager, Digital and Content Marketing Beckman Coulter Life Sciences Minneapolis, MN, US 4 alumni 18 hours ago</p>

Opportunity



How can you replicate this internally?

Connection and Opportunity Are Cornerstones

“Diversity, equity, and inclusion (DEI) are table stakes for talent acquisition and talent mobility but are easier said than achieved. Most organizations have **silos that leave segments of talent outside of their purview.**”

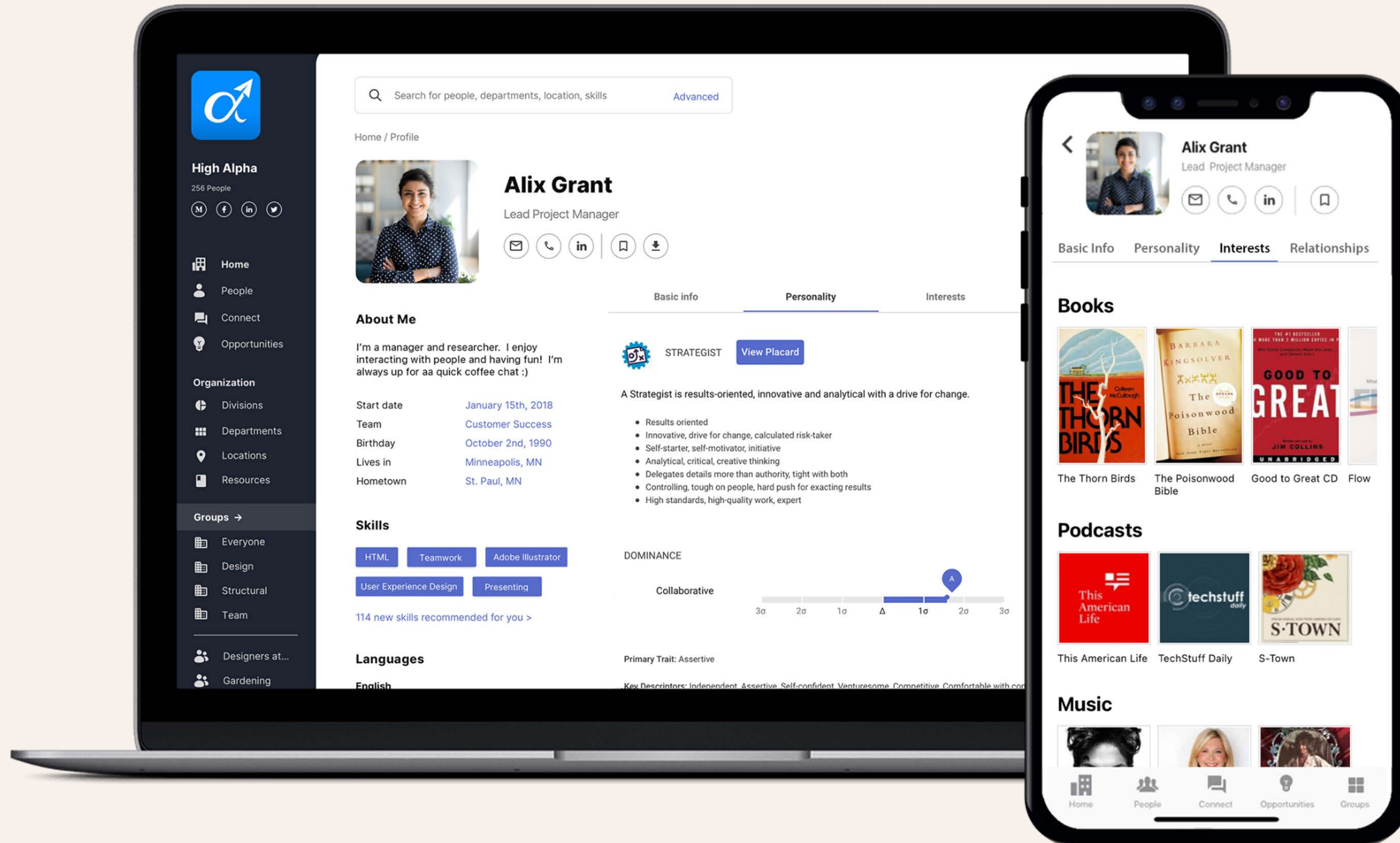
“Beyond putting money on the table, people work because they want to **contribute to, and create, something larger than themselves.**”

Sources:

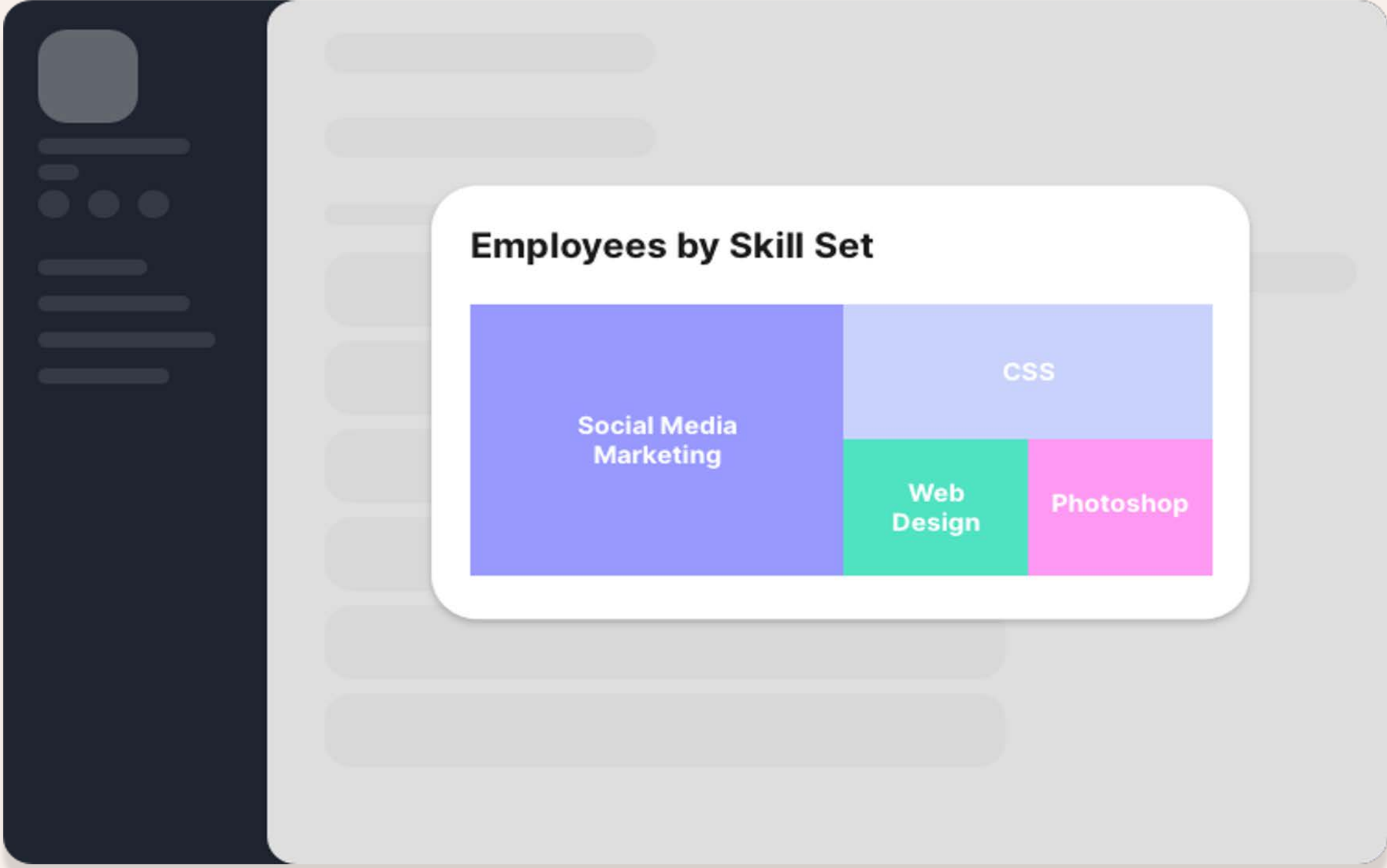
Gantcheva et al. Deloitte, 2020.

Mauhart & Nowshad. Deloitte, 2019.

Alix: A Whole Person, Not a Job Title



Empowering Everyone with Insights



Recommended Experts




- Ann Nguyen**
Senior Software Manager
- Amir Safar**

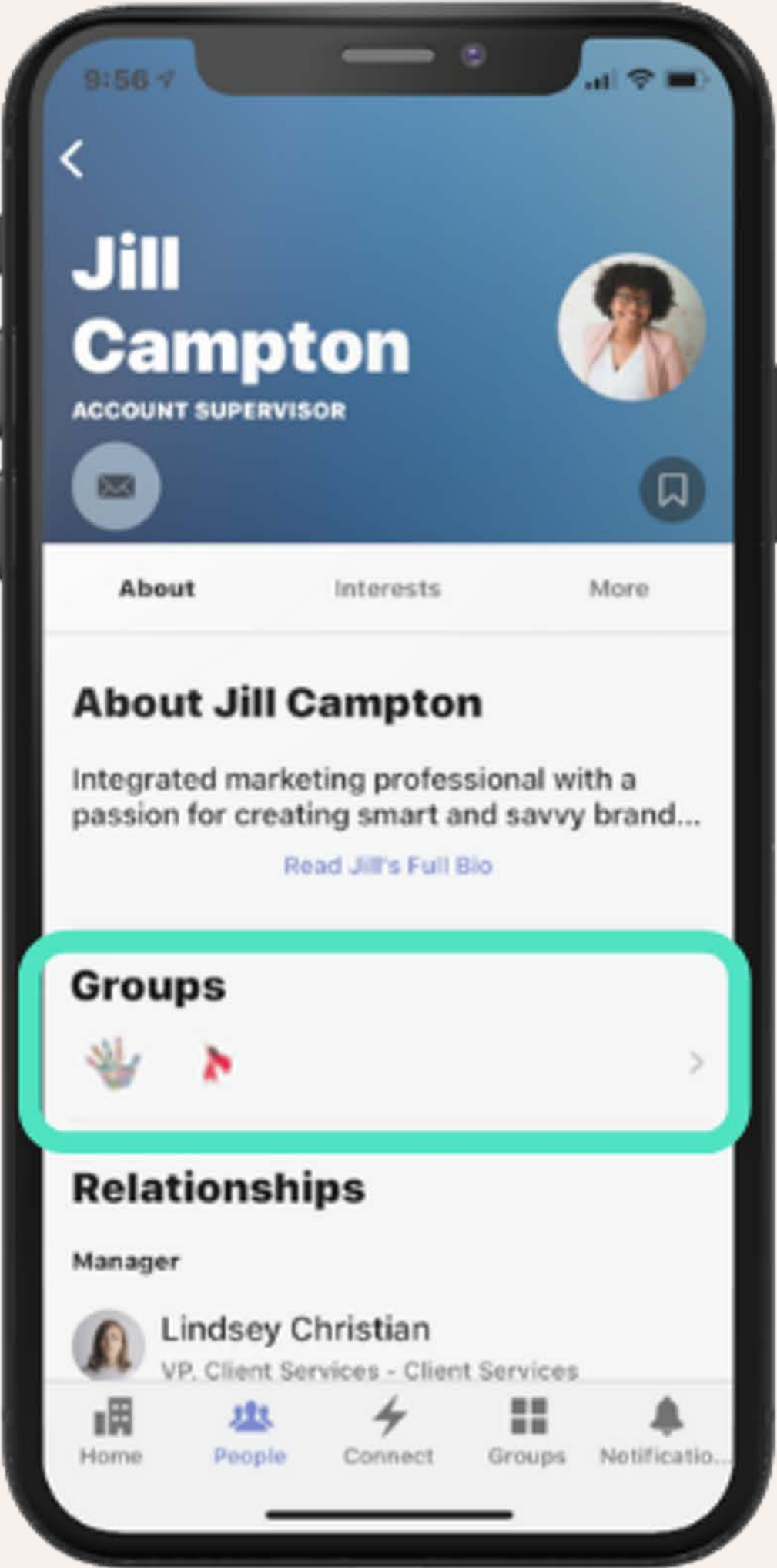
Similar People

- Jake Williams**
VP of Design & Product
89%
- Nicholas Manning**
Senior Product Designer
75%
- Janice Monroe**
Head of Design
62%

Making Immediate and Lasting Connections

Public Groups

-  **Professionals of Color Resource Group**
54 Members
-  **Veterans Resource Group**
43 Members
-  **Women of the Firm**
147 Members



Opportunities Embedded in Work

Rate Us On Glassdoor

Opportunity Overview

Opportunity Description

Glassdoor ratings are a critical way to attract diverse talent and one small way to increase transparency.


Opportunity Length: 5-15 minutes

Status: Seeking team members for this project

Opportunity Tags

Glassdoor Recruiting

Opportunity Owner

 Ben Howley
Director of HR
Works out of the Minneapolis office

ID Supply Chain Issues for Top Suppliers

Opportunity Overview

Opportunity Description

Report needed to ID supply chain issues for top suppliers. Opportunity lead will work closely with suppliers to turn this into additional reporting.


Opportunity Length: 8 hours over 2 weeks

Status: Seeking team members for this project

Opportunity Tags

Efficiency Networking

Opportunity Owner

 Dan Trieloff
Supply Chain Manager
Works out of the Minneapolis office

Volunteer: Habitat for Humanity

Opportunity Overview

Opportunity Description


We are looking for a team of 8-10 people to volunteer for a local family. Days: 8:30-4:00 p.m., this spring.

Status: Seeking team members for this project

Opportunity Tags

Volunteer #give

Opportunity Owner

 Lauren Baker
CHRO
Works out of the Minneapolis office

Re-Tweet Podcast

Opportunity Overview

Opportunity Description

We just released our latest episode and are looking for 50 re-tweets by the end of the month.


Opportunity Length: 30 Seconds

Status: Seeking team members for this project

Opportunity Tags

Social Media Twitter

Opportunity Owner

 Amber Hodge
Social Media Manager
Works out of the Minneapolis office

Customer Analytics

Opportunity Overview

Opportunity Description

Analyzing customer usage of the payments platform across SMBs. Expertise in data modeling, regression and predictive analytics desired.


This is an initial 1-5 hour opportunity that could lead to a long term project.

Status: Seeking team members for this opportunity

Opportunity Tags

Data Analytics Python Enterprise Applications

Opportunity Owner

 Miguel Wagner
Sr. Data Analyst
Works out of the Minneapolis office

[I'm Interested](#)

[Share this Opportunity](#)

[Email Opportunity Owner](#)



Peter Dircks
VP & General Manager, FHH

About

Peter Dircks is a strategic and servant leader with a significant track record of producing results and profit growth at market-leading consumer durable companies.

He is an accomplished general manager who also brings extensive knowledge and experience in sales, marketing, communications, innovation/product development, finance and P&L management. His passion is developing talent and optimizing member engagement to solve complex problems, drive growth and build the structure, people and processes to win.

Peter has MBA, BBA and BA degrees from the University of Wisconsin, with majors in Marketing, Management and French and a minor in International Business.

Outside of the office, Peter enjoys golf, kayaking, reading and spending time with family/friends. He is a semi-professional jazz fusion artist, producer and BMI-registered composer. Currently, he has five critically-acclaimed studio albums which enjoy global radio & streaming play. See www.peterdircks.com for more.

- Member Number: 37203
- Started on April 2nd, 2006 (almost 15 years ago)
- Rehire Date: 03/01/2012
- Job Entry Date: 07/15/2018
- Works out of FHH Tc Ops
- Born on May 1st
- Lives in Lakeville, MN
- From Menomonee Falls, WI

Manager

Daniel Yurovich
Senior VP, FHH

Direct reports



- Basic info
- Personality
- Interests**
- IDP

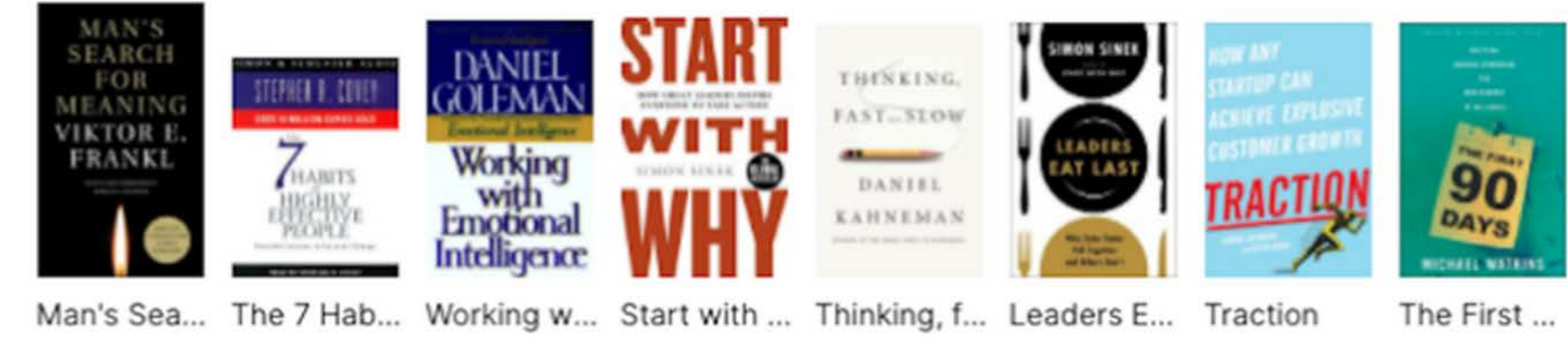
Work history

- Hearth and Home**
Vice President & General Manager - Fireside • 2018 - Present
- Hearth and Home**
Vice President - Channel Marketing & Government Affairs • 2014 - 2018
- Hearth and Home**
Vice President - Strategic Marketing • 2012 - 2014
- Deluxe**
Vice President - Marketing, North American Products • 2010 - 2012
- Hearth and Home**
Vice President - Brand, New Products & Distributor Marketing • 2009 - 2010
- Hearth and Home**
Vice President - Product Marketing & New Product Development • 2008 - 2009
- Hearth and Home**
Vice President - Sales, Strategic Accounts Group • 2006 - 2008
- Broan-NuTone**
Director - Sales, National Accounts • 2004 - 2006
- Broan-NuTone**
Senior Business Manager - Decorative Products • 2000 - 2004
- Kohler Co.**
Business Manager - Global Accessories • 1998 - 2000
- Kohler Co.**
Product Manager - Global Faucets (USA & Europe) • 1996 - 1998
- Kohler Co.**
Financial Analyst - Corporate & International (USA & France) • 1994 - 1996

Education

- University of Wisconsin-Milwaukee**
MBA • Marketing & Management (double emphasis) • 1996 - 1998
- University of Wisconsin-Madison**
BBA • Marketing & Management (double major) and International Business (minor) • 1989 - 1994
- University of Wisconsin-Madison**
BA • French Language & Literature • 1989 - 1994

Books



Sports teams



Music



J. I prefer to be recognized...
Publicly or privately - either is fine!

K. Go To Coffee/Treat Order
* Coffee - Black, Regular
* Soda - Diet Dr. Pepper
* Treat - Honey Roasted Peanuts

L. Best Time to Reach Me
Afternoon

M. Dietary Preferences
None of these

N. Best Method to Reach Me
Phone

O. Name of Spouse/Significant Other
* Susan (Susie) - wife

P. Children's Name/Ages
* Ryan - son (2001)
* Morgan - daughter (2003)

Q. Pets
* Cooper (Cavapoo dog)

E. I can teach...

- * Leadership - how to lead and inspire teams via vision, strategy, influence & communications
- * Strategy - how to think and create clear vision, objectives, strategy, tactics, action plans, accountability
- * Sales & Marketing - across many sub-specialties based on my career and experiences across industries
- * Professional Development/Advice - enjoy mentoring/counseling members seeking assistance/guidance

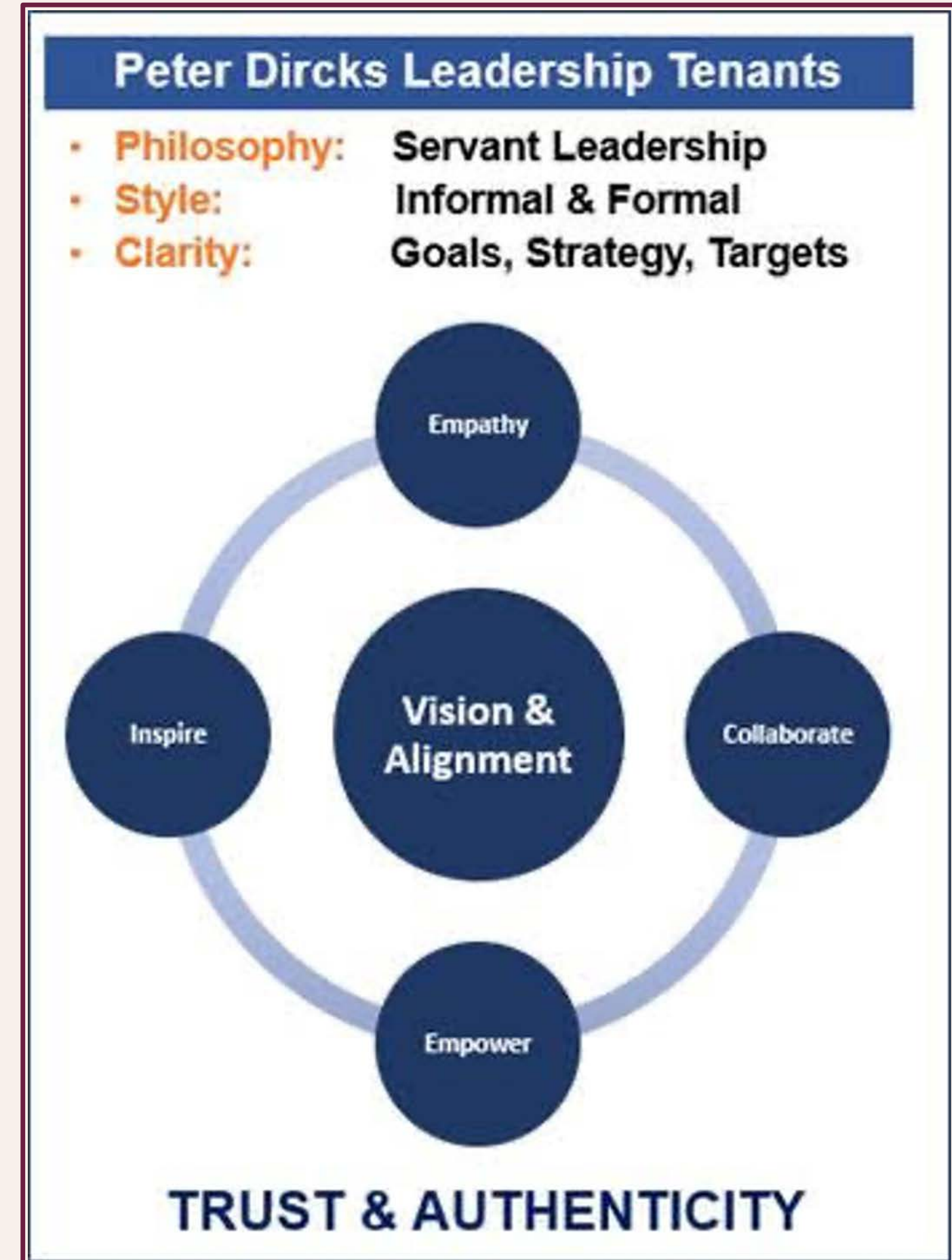
F. I want to learn...

- * Spanish - learning now (via Babbel)

Client Guest:



Peter Dircks,
Vice President & General Manager
Fireside Hearth & Home



Questions for Maria

