



22nd Annual
**Health Literacy
Conference**
Virtual • May 9-11, 2023

Welcome

Housekeeping

- **Questions** – Visit the Virtual Help Desk at the bottom of the homepage.
- **Continuing Education** – Visit the “Evaluations” on the homepage to complete evaluations and receive your certificate.
- **Recordings** – This session and all other live sessions will be recorded and posted within 24 hours.

Housekeeping

- **Session info:**
 - All attendees will be muted during the presentation
 - Questions will be addressed at the end of the presentation
- **How to participate in the session:**
 - Questions tab – Type in your questions here
 - Vote button – Move important questions up in the queue
 - Discussion tab – Type thoughts and comments

Keynote Speaker



Maria Ross is a keynote speaker, author, strategist, and empathy advocate who believes cash flow, creativity and compassion are not mutually exclusive. She is the founder of Red Slice and advises forward-thinking organizations on how to leverage empathy to better engage and connect. Maria has authored multiple books, including her most recent, *The Empathy Edge*.

THE EMPATHY EDGE

How to Strengthen Your Empathy Muscle to Boost
Collaboration and Embrace Difference

Maria Ross, Author: *The Empathy Edge*

IG: [@redslicemaria](#); TW: [@redslic](#)

THE ROOT OF EVERY PROBLEM



LACK OF EMPATHY



Photo credit: Nolan Issac, Unsplash

THE COST OF BEING UNWILLING TO SEE THINGS FROM ANOTHER POINT OF VIEW

- A** We remain paralyzed
- B** We repeat the same mistakes
- C** We don't connect and engage



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

BUT THERE'S HOPE!



YOUR JOURNEY TODAY...



DEFINE: What empathy means in a business context



DISCOVER: 3 benefits of empathy to your team



LEARN: How to avoid the “empathy veneer”



ACT: 3 ways to strengthen your empathy muscles



INSPIRE: Redefine success, foster unity, deliver health equity

MY STORY OF PATIENT EMPATHY



WE ALL SEE WHAT WE EXPECT TO SEE

*So, how aware are we?
A quick individual exercise*





Photo by Tom Podmore on Unsplash

**Preconceived notions prevent us
from seeing potential and value.**

**They get in the way of effective
communication and access to care.**

WHAT IS EMPATHY?



First, what negative or positive beliefs do you hold about exhibiting empathy at work or as a leader?

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.



WHAT IS NOT EMPATHY?

It's not “being nice”

It's not caving into crazy demands

It's not agreeing with someone

TWO SIDES TO EMPATHY

Cognitive Empathy

Understand what they might be thinking, their perspective.

Emotional (Affective) Empathy

Share the feelings,
build emotional connection

BOTH CAN LEAD TO

Compassionate Empathy

Be moved to act



What do you need to be aware of when
engaging in cognitive, emotional, or
compassionate empathy?



Understanding our own emotions is only half of the work in a conversation. Learning how to constructively understand and respond to the emotions of others is also critical to our effectiveness working with others.

According to Daniel Goleman, leadership expert

**HOW DOES EMPATHY BENEFIT
YOU & YOUR ORGANIZATION?**

1

SPUR INNOVATION & GOOD HEALTH OUTCOMES

Project Aristotle: Most productive and innovative products.

Physicians with higher empathy experience less stress, cynicism, and burnout. (NIH, 2013)

Patients reported better outcomes when perceived more physician empathy. (Annals of Family Medicine)



How Satya Nadella tripled Microsoft's stock price in just over four years

PUBLISHED WED, JUL 18 2018 9:01 AM EDT | UPDATED WED, JUL 18 2018 3:48 PM EDT

...what is the most innate in all of us is that ability to be able to put ourselves in other people's shoes and see the world the way they see it. That's empathy. That's at the heart of design thinking. When we say innovation is all about meeting unmet, unarticulated, needs of the marketplace, it's ultimately the unmet and unarticulated needs of people....



2 BOOST ENGAGEMENT & COLLABORATION

Empathetic cultures experience higher retention, morale, productivity and innovation.

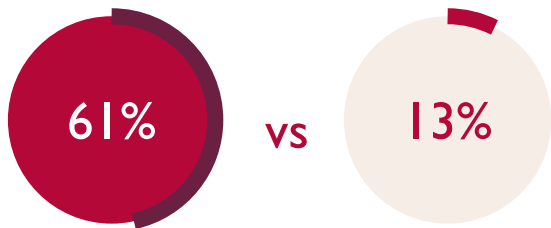
Changing work: No more "lifers"

Modern workplace challenges

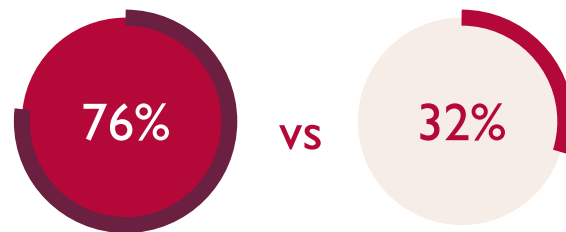


WHEN LEADERS ARE EMPATHETIC

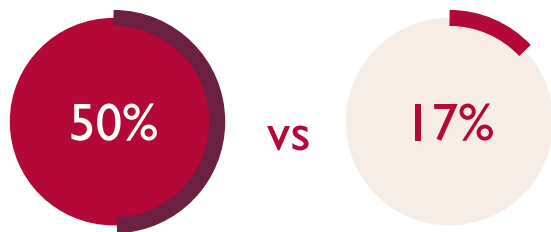
(Study by Catalyst)



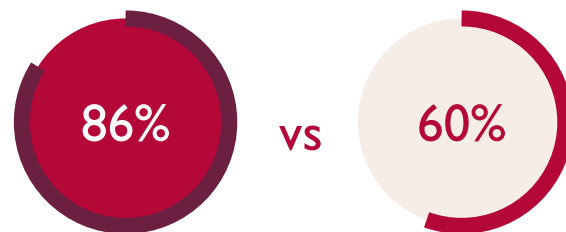
of employees more likely to be
innovative



were more engaged



said workplace was more
inclusive



able to navigate the demands of their
work and life successfully



6,731
managers



38
countries

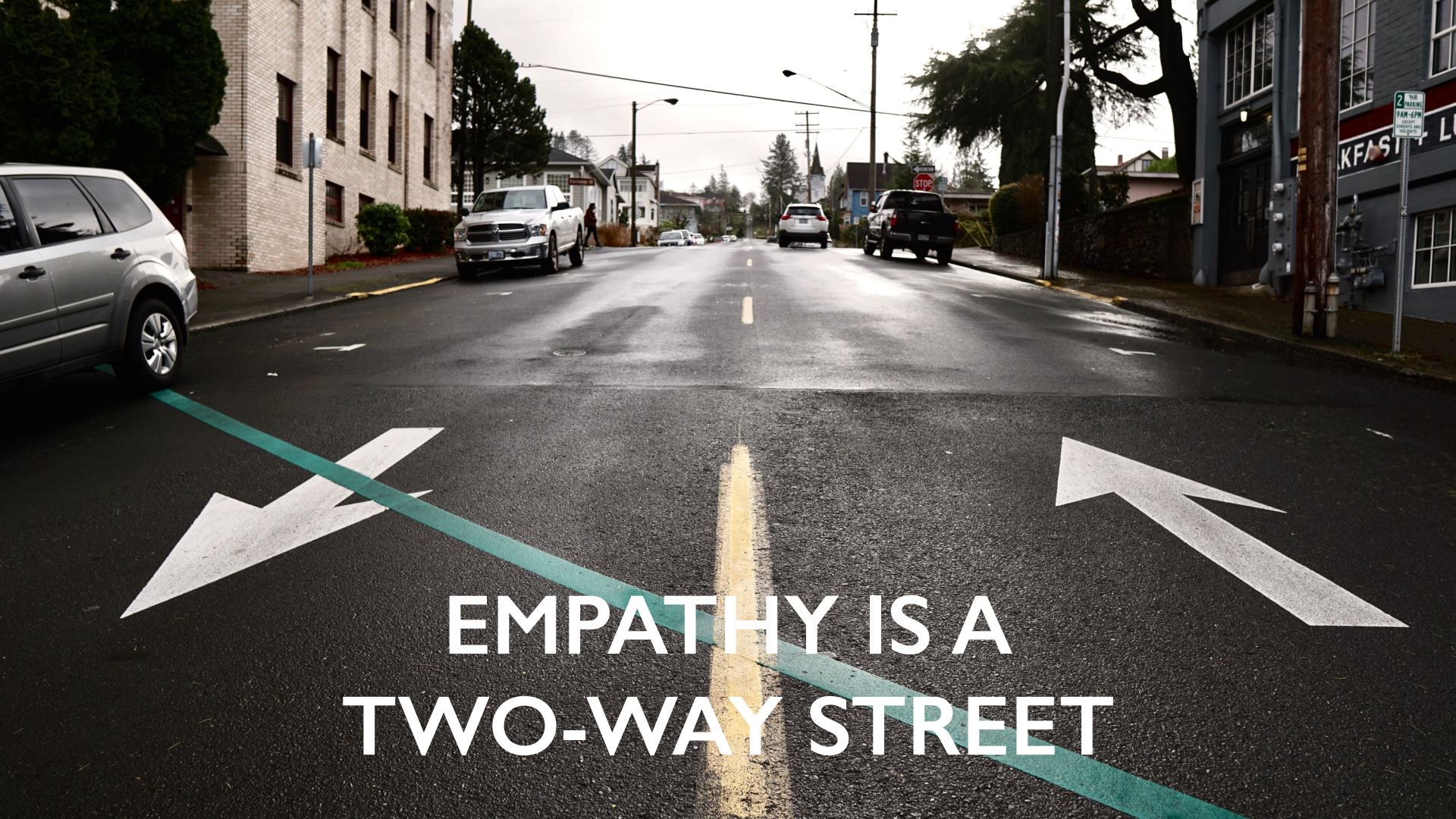
Empathy in the workplace is positively related to job performance.

Managers who practice empathetic leadership toward direct reports are viewed as better performers in their job by their bosses.

Managers rated as empathetic by subordinates rated as high performing by their own boss.

Source: The Center for Creative Leadership:
The Importance of Empathy in the Workplace www.ccl.org

BUT PLEASE REMEMBER...



EMPATHY IS A
TWO-WAY STREET

The image shows a perspective view of a two-way street. A green diagonal line is painted across the center yellow line, crossing from the bottom left to the top right. Large white arrows on the pavement point in opposite directions along the road. In the background, there are cars parked and driving, buildings, trees, and a stop sign. A sign on the right side of the street reads '2 HOUR PARKING 7AM-6PM' and 'KFAST'.

3 DRIVE PERFORMANCE AND PROFIT

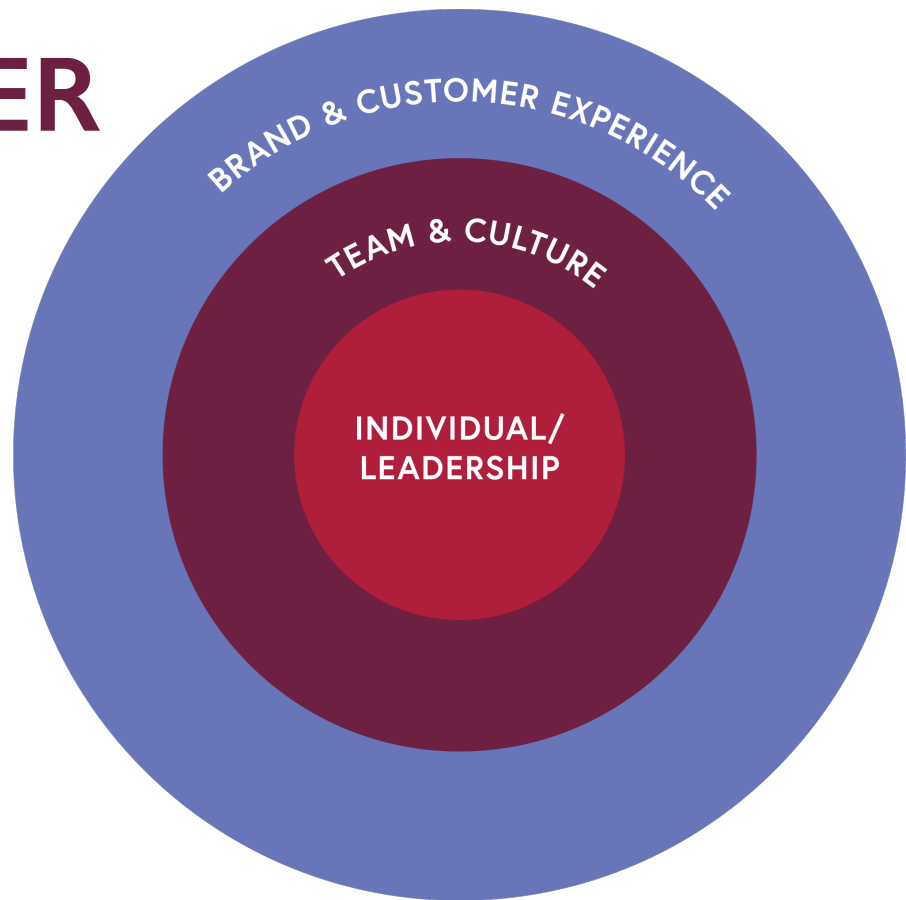
- Empathetic companies aligned with customer needs can reap financial success
- Physician empathy can decrease liability risk
- PFCC: Lower readmissions, better health outcomes, efficient resource allocation.



AVOID THE EMPATHY VENEER

Walk your talk

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





How do you think empathy relates to
diversity, inclusion, and belonging?
How does it relate to health literacy and
health equity?

3 HABITS TO STRENGTHEN YOUR EMPATHY AS A LEADER



PRACTICE PRESENCE



BE CURIOUS AND ACTIVELY LISTEN



FIND COMMON GROUND



PRACTICE PRESENCE

Ground yourself first to make space for other POV.

When your foundation is solid, meet others without defensiveness.

Develop a mindfulness practice that works for you. 10 minutes.



A person wearing a white zip-up jacket, black leggings, and black sneakers is crouching on a paved path, tying their shoelaces. The background is a blurred green landscape with trees. The text is overlaid on the left side of the image.

HOW DO YOU START YOUR DAY?

What rituals do you do before a high-stakes meeting or tough discussion?

What can you commit to start tomorrow?



“If your emotional abilities aren’t in hand, if you don’t have self-awareness, if you are not able to manage your distressing emotions, if you can’t have empathy and have effective relationships, then no matter how smart you are, you are not going to get very far.”

L

- Daniel Goleman

HOW WOULD YOU RESPOND?

*You're on a call with a colleague.
He candidly shares, "I'm feeling
unsettled these days."*



2 BE CURIOUS & ACTIVELY LISTEN

Curiosity is the #1 trait of empathic people.

ASK. “Tell me more...”

AFFIRM. “What I hear you saying...”

ENRICH. “Yes, and...”



3 FIND COMMON GROUND

Diverse viewpoints make for better decisions.

- Focus on where you both agree, however small.
- Discern, don't judge. Assume good intent.
- *“Yes, and.....”*
- Check in.



WHAT MUSCLES NEED TONING?

EQ Quiz and Toronto Empathy Questionnaire

<https://psychology-tools.com/empathy-quotient/> and [/Toronto/empathy-questionnaire](https://psychology-tools.com/Toronto/empathy-questionnaire)

Harvard's free Implicit Association test (IAT) for unconscious bias:

<https://implicit.harvard.edu/implicit/takeatest.html>

Clifton Strengths Finder – Measure strengths:

Brandon Miller, 34strong.com. FREE if email brandon@34strong.com

Center for Building a Culture of Empathy

<http://cultureofempathy.com/References/Test.htm>

HEARTI Strength Quotient Leadership Assessment www.HeartiQuotient.com



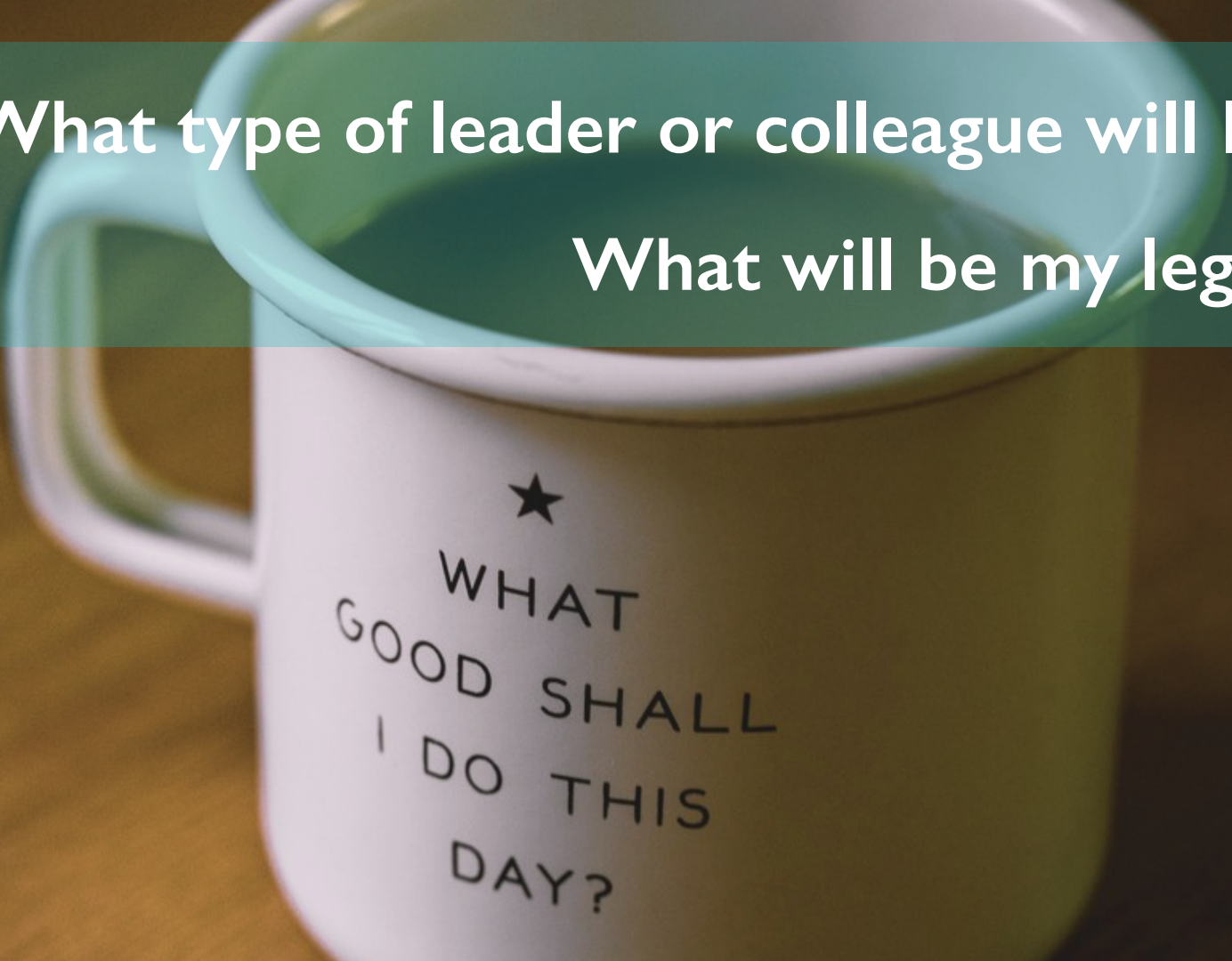
“There will be times when your resolve to serve humanity will be tested. Be prepared. People will try to convince you that you should keep your empathy out of your career.
Don’t accept this false premise.”

-TIM COOK, CEO,APPLE



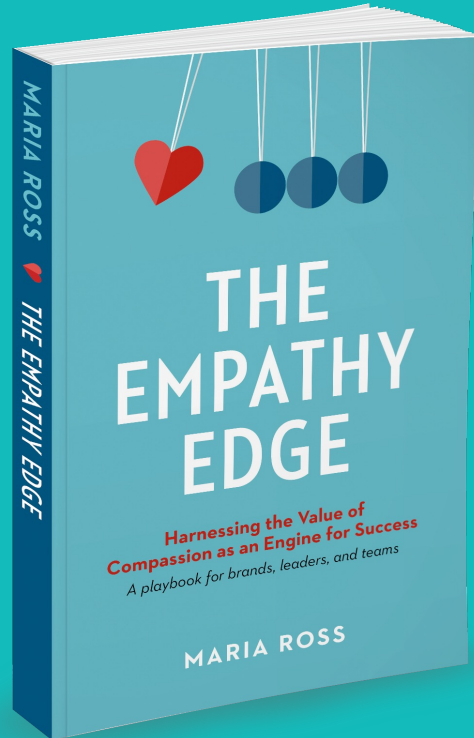
What type of leader or colleague will I be?

What will be my legacy?



★
WHAT
GOOD SHALL
I DO THIS
DAY?

Everyone Gets a Book!



QUESTIONS/COMMENTS:

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T: [@redslicemaria](https://www.tiktok.com/@redslicemaria)

LISTEN TO THE PODCAST:

www.TheEmpathyEdge.com