DISCUSSION GUIDE: FIVE WAYS THAT ORGANIZATIONS CRUSH CUSTOMER EMPATHY

Overview: Human beings are inherently wired to be empathetic, yet organizations crush natural empathy in many ways. Use this tool to spark a discussion with a group of people around the ways that organizations inhibit employees' natural empathy and how your organization can identify and suppress these inhibitors. Prior to the discussion, the group will watch a three-minute video.

ONLINE RESOURCE:

Temkin Group video: "Five Ways That Organizations Crush Organizational Empathy"

DIRECTIONS FOR USING THIS TOOL

1) SET UP THE DISCUSSION

Introduce the video by letting the audience know that although empathy is a critical component of any customer experience effort, the natural operations of many organizations inhibit customer empathy. After the video, you are going to discuss the empathy obstacles in your organization and how you can overcome them.

2) WATCH THE VIDEO

Have the group watch the three-minute video.

3) LEAD THE DISCUSSION

After showing the video, go around the group and ask people to respond briefly to this question:

- *What are some of the ways our organization inhibits employees' natural empathy towards customers?*

Now shift the discussion to what this means for the organization. Capture answers on a flipchart or whiteboard. Have the group discuss:

- *Based on how this video describes the five empathy inhibitors – individual context, human bias, group think, corporate culture, emotional illiteracy – how are we **most** 'crushing' empathy here?*
- *What can we do to improve? What organizational strengths might help us improve?*

4) CLOSE THE DISCUSSION

After the discussion, go around the group and ask people to respond briefly to this question:

- *What is your key take-away from this discussion and what will you do differently as a result?*

After the session, send a follow-up email with the discussion notes. When possible, tie their ideas to existing initiatives and plans and outline additional next steps for you and the group.