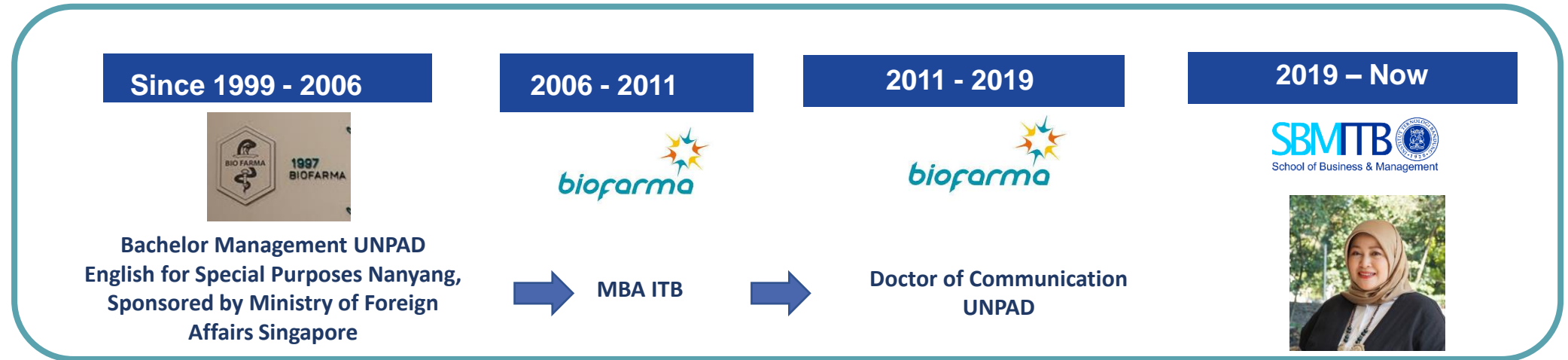


Empathic Communication: Active Collaborative

By Dr. N. Nurlaela Arief, MBA

   @LalaArief

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01

Empathic Communication



Indonesia

Corporate Philanthropy

Corporate Social Responsibility

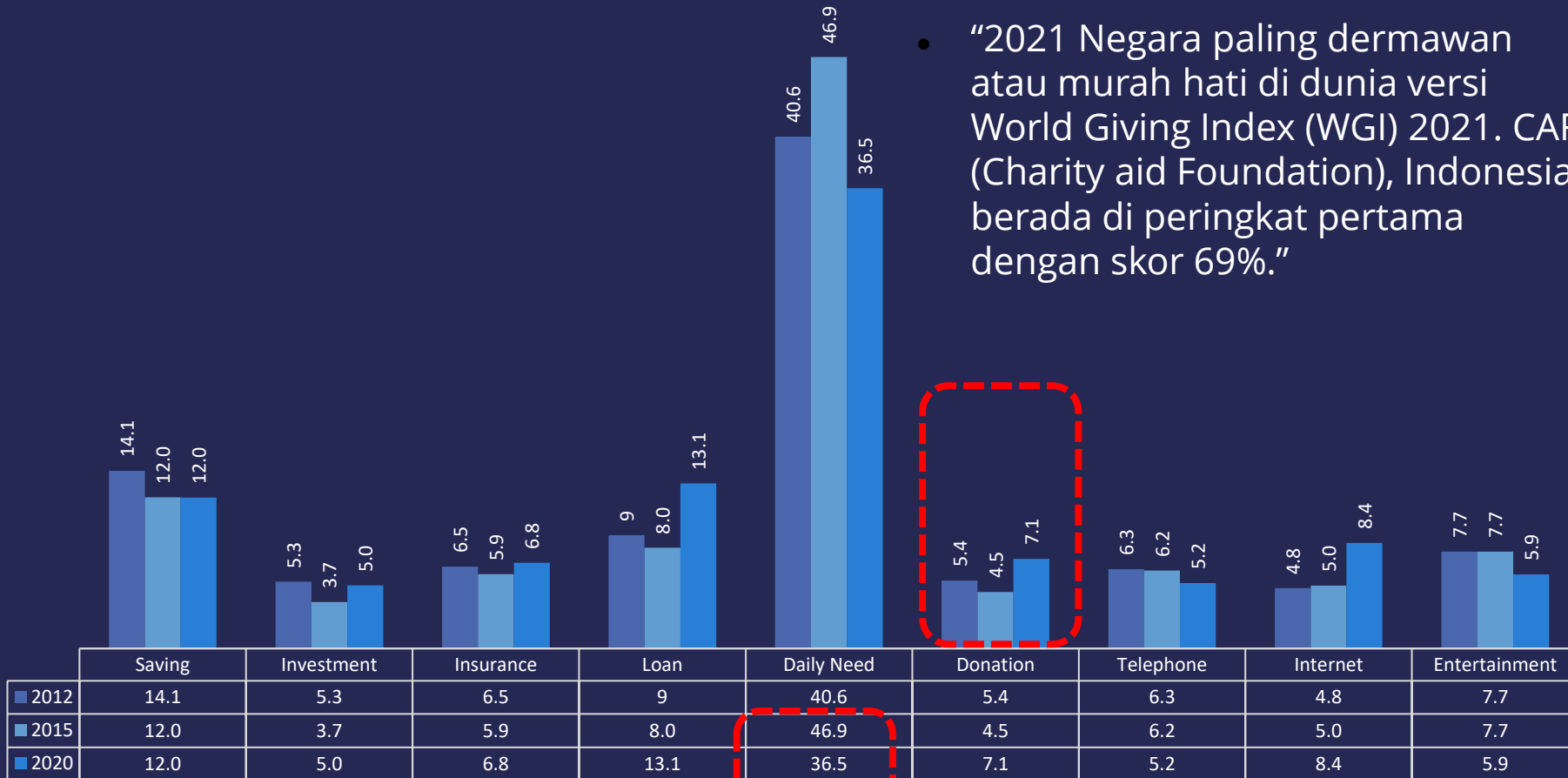
Donation

Empathy Initiative



Indonesia-Empathic within

- “2021 Negara paling dermawan atau murah hati di dunia versi World Giving Index (WGI) 2021. CAF (Charity aid Foundation), Indonesia berada di peringkat pertama dengan skor 69%.”



Source : ALVARA, Juni, 2020

Empathic Brand

The FGD extract five general discussion

1

The philanthropy program is **giving positive impact** on the brand reputation.

2

The **absence of empathy can have a negative impact** on the brand itself. Empathy activates positive consumer responses that are intended to compensate for brands, such as liking brands.

3

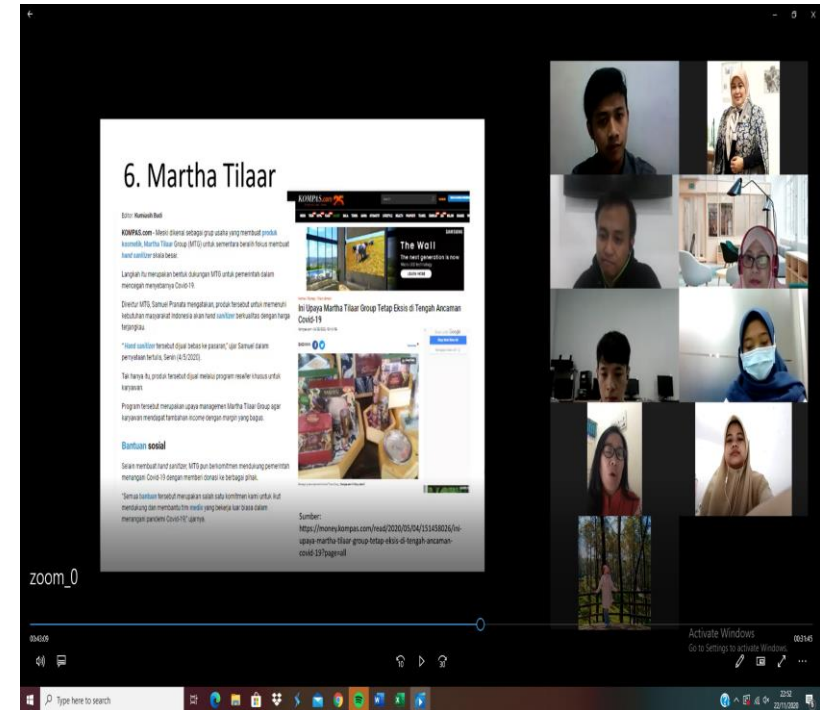
The news and report of the philanthropy program should conducted well. Many doubt, neutral and negative comments are driven by having less or no information about the program. People tends to give **more credits for the first donor**.

4

The FGD conclude that no matter the business is, there is always a way to **contribute for the community** in any form.

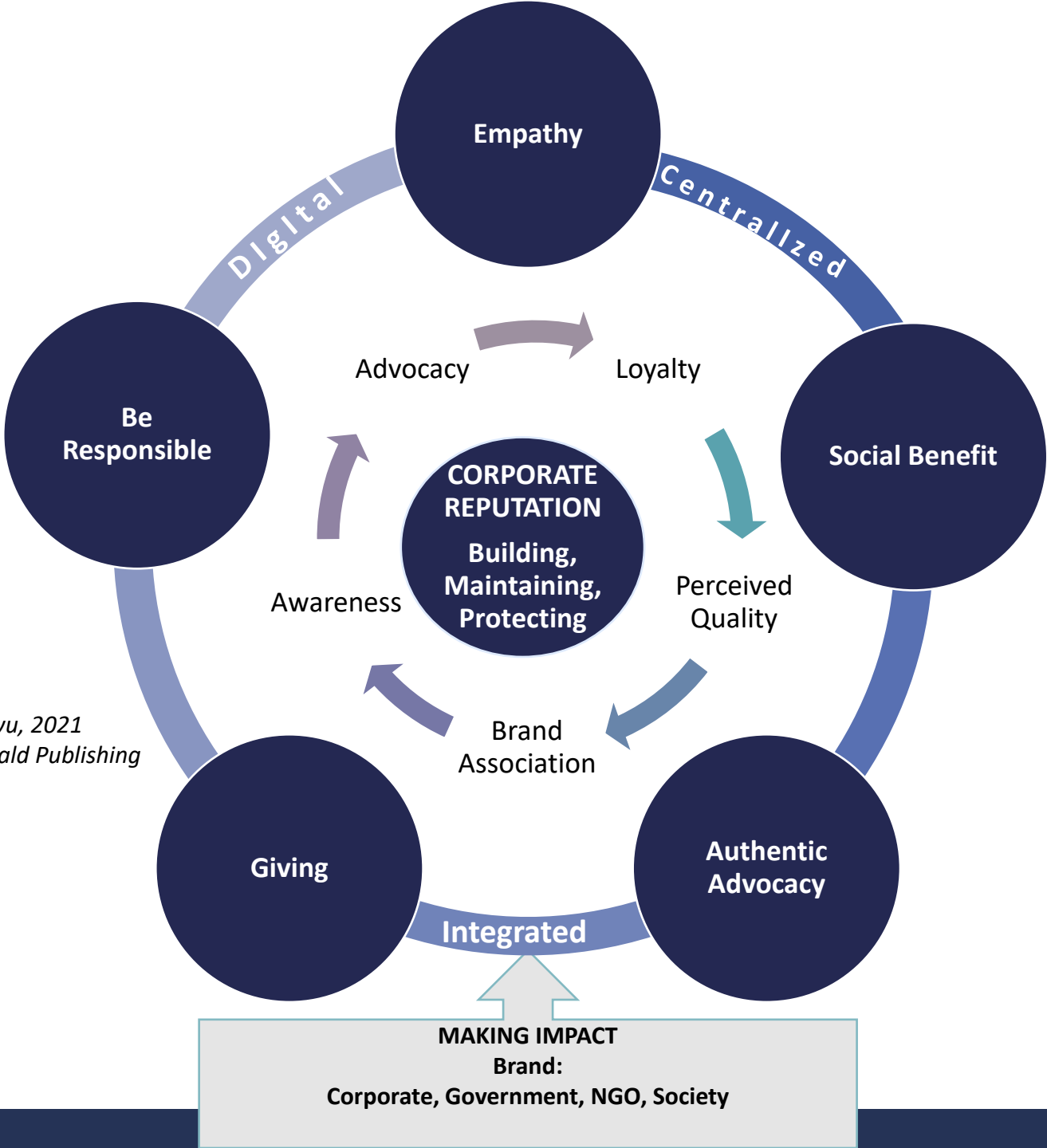
5

The public perception is **not relating to philanthropy theory** that the **time and amount** of giving influences the perception.



Source:
*Empathic brand, Nurlaela Arief & Aria Bayu, 2021
Journal of Creative Communication, Emerald Publishing*

The Model of Empathic Brand Communication



Source:
Empathic brand, Nurlaela Arief & Aria Bayu, 2021
Journal of Creative Communication, Emerald Publishing

Empathetic vs Empathic Communication

both refer to the same concept of communication that involves understanding and acknowledging the emotions and perspectives of others

Empathic Communication

is used more commonly in academic and clinical settings

Empathetic Communication

is more commonly used in popular or informal contexts

However, both terms refer to the same concept and emphasize the importance of empathy in **effective communication**.

Empathetic Communication

- Empathetic communication is a form of communication that involves understanding and acknowledging the feelings, emotions, and perspectives of the person you are communicating with. It requires actively listening to what the other person is saying, being open to their point of view, and responding in a way that shows you understand and care about their thoughts and feelings.
- Empathetic communication is an important skill in building and maintaining positive relationships, whether it's in the workplace or in personal interactions. It can help to reduce conflict, build trust and respect, and create a sense of connection between individuals.
- Empathetic communication involves paying attention not only to the words someone is saying but also to their body language, tone of voice, and overall emotional state. It requires putting aside your own biases and assumptions and truly trying to understand the other person's perspective.

Overall, empathetic communication is **about the ability to step into another's shoes** and understanding their situation and challenges is a powerful trait that builds trust and faith. **creating a safe and supportive environment** where people feel heard and understood, and where positive and productive communication can take place.

02

Leadership vs Empathetic Communication

A blue-tinted photograph of a business meeting in a modern office. Several people in professional attire are gathered around a round table, looking at documents and talking. A large window with a grid pattern is visible in the background, letting in light. The overall mood is professional and collaborative.

QUESTION

As a leader why we need to understand empathetic communication?

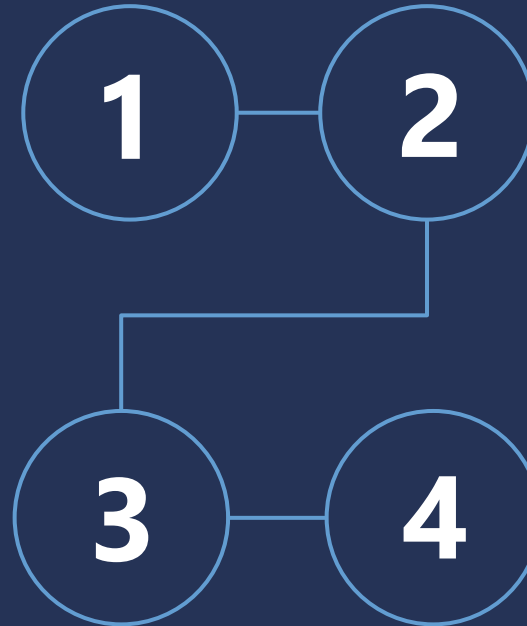
Why empathetic communication is important for leaders?

Builds trust and rapport

You create a sense of trust and rapport with your team members. This can help to foster stronger relationships, increase loyalty, and improve overall team performance.

Reduces conflicts

Empathetic communication can help to reduce conflicts by enabling you to see issues from different perspectives and find common ground.



Enhances problem-solving

When you understand the perspective of your team members, you can more effectively solve problems and make decisions that take into account their needs and concerns.

Improves employee engagement and retention

Employees who feel understood and valued are more likely to be engaged and committed to their work. It can help to create a positive work environment that fosters employee satisfaction and retention.

In summary, empathetic communication is an **essential skill** for leaders because it enables them to build trust, enhance problem-solving, reduce conflicts, and improve employee engagement and retention.

Empathetic communication in a workplace setting

During a meeting, a team member expresses frustration with their workload and deadlines.



Team leader

I understand that this can be overwhelming. Can you tell me more about what specifically is causing you stress? How can I support you to manage your workload?

The team leader responds with empathetic communication



Team member

Empathetic communication in a workplace setting

An employee comes to their supervisor to report a personal issue that is affecting their work performance. The supervisor listens empathetically to the employee's concerns and responds with phrases



Team leader

I hear what you're saying. I understand how difficult this must be for you. Thank you for sharing this with me. Let's work together to find a solution that works for both of us!

The team leader responds with empathetic communication



Team member

LET'S EXERCISE!

1. Make a group of 4
2. Prepare your own storytelling (5')
3. Please standup and make a circle, share personal stories about challenges they have faced in your lives. One team member shares a story about a difficult situation they are currently dealing with. (2 minutes per participants)
4. The rest of the team (assume that you are a leader / Manager) please responds with empathetic communication, offering words of support and encouragement.
5. Analyze 3 V: Verbal, Vocal, Visual

This exercise builds trust and understanding among team members.



CONCLUSION:

Overall, empathetic communication involves active listening, acknowledging and validating the feelings and experiences of others, and offering support and understanding. When leaders practice empathetic communication, they can build stronger relationships with their team members, foster a positive and supportive work environment, and ultimately improve employee satisfaction and productivity

Exercises to enhance a leader's ability in empathetic communication in a workplace setting

1

Active Listening

This exercise involves paying close attention to what others are saying, and then paraphrasing or summarizing their comments back to them. This helps to ensure that you are truly understanding their perspective and feelings, and shows that you value and respect their input.

2

Role-Playing

In this exercise, participants are paired up and take turns playing the role of the leader and employee in different scenarios. The leader is challenged to listen actively and respond with empathy, while the employee expresses their feelings and concerns. This exercise helps to develop both empathy and communication skills.

3

Emotional Intelligence Assessment

Leaders can take an emotional intelligence assessment to better understand their own emotions, and how they can impact their interactions with others. This can help them to recognize and regulate their own emotions, and respond more effectively to the emotions of others.

4

Group Discussions

Leaders can facilitate group discussions where team members are encouraged to share their feelings and experiences. This creates a safe space for open communication and helps leaders to better understand the perspectives and concerns of their team members.

5

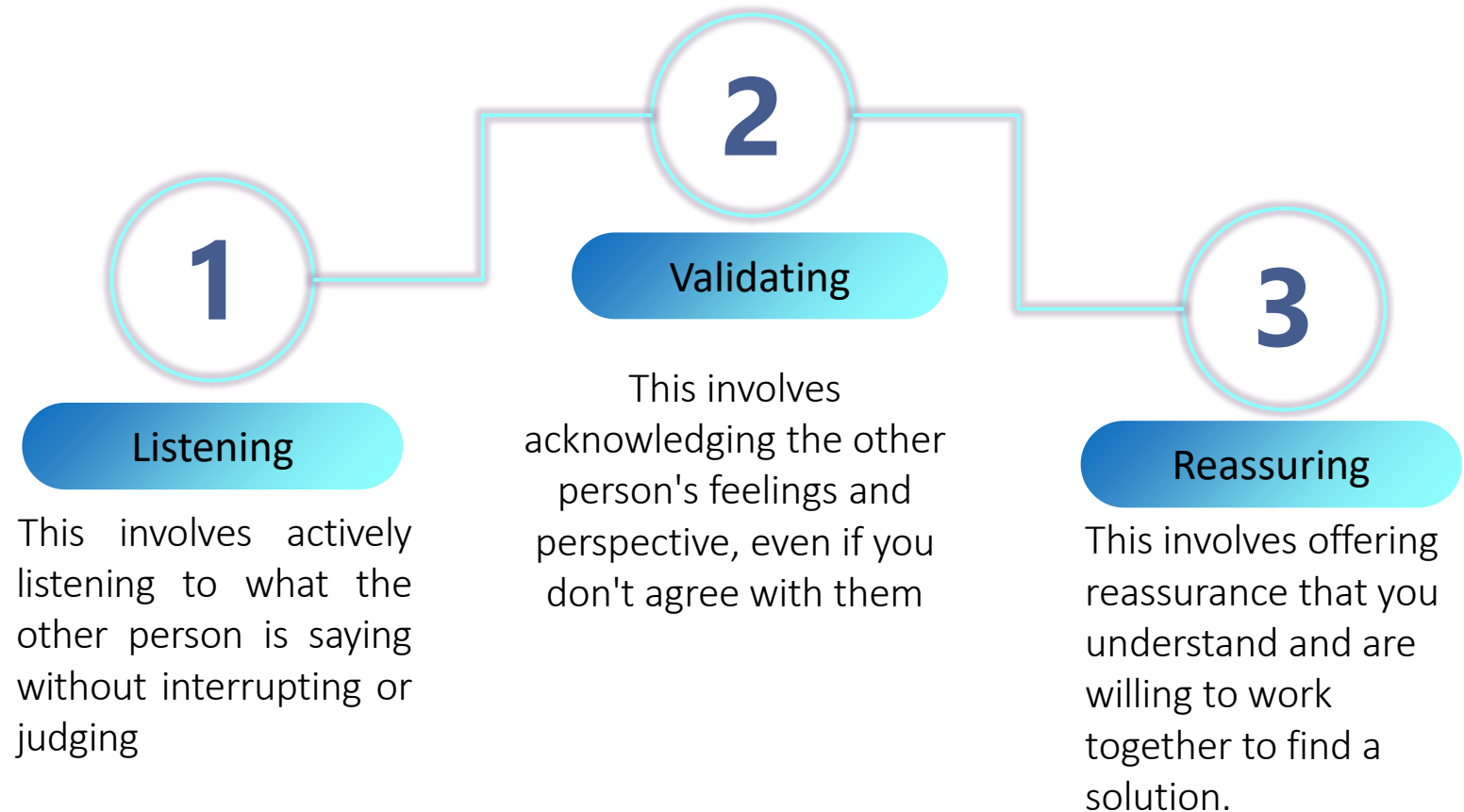
Mindfulness Practices

Mindfulness practices such as meditation and deep breathing can help leaders to become more self-aware and present in the moment, which in turn can help them to be more empathetic and attentive to the needs of others.

Remember, empathy is a skill that can be developed and strengthened with practice. These exercises can help leaders to improve their empathetic communication skills, which can ultimately lead to stronger relationships and more effective leadership.

Empathic Listening Model

Source: Just Listen, Mark Goulston



The goal of this model is to create a safe and supportive environment for communication, and to build trust and rapport with others.

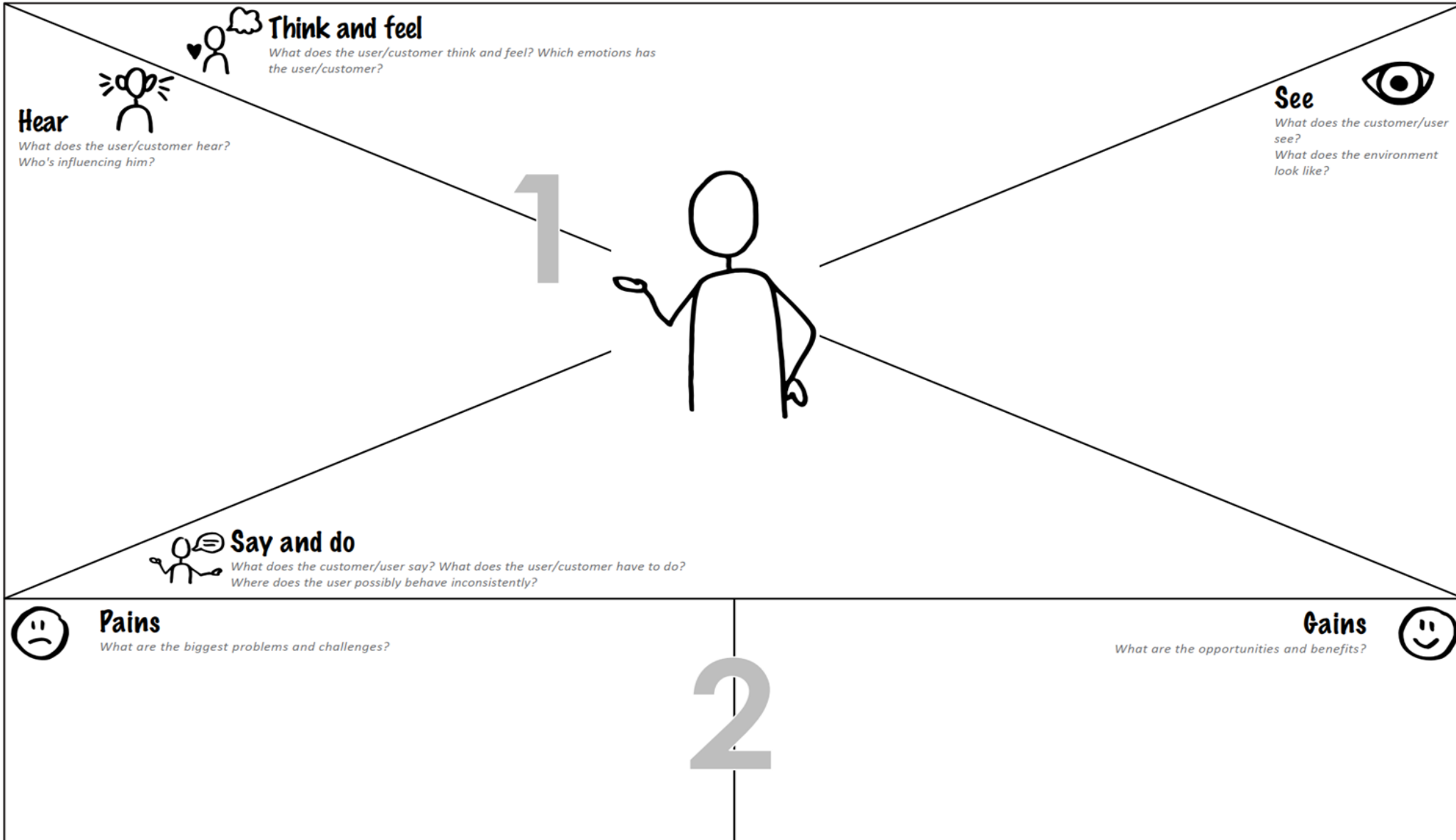
Both models emphasize the importance of active listening, understanding the perspective and feelings of others, and working collaboratively to find solutions that meet everyone's needs.

QUESTION?

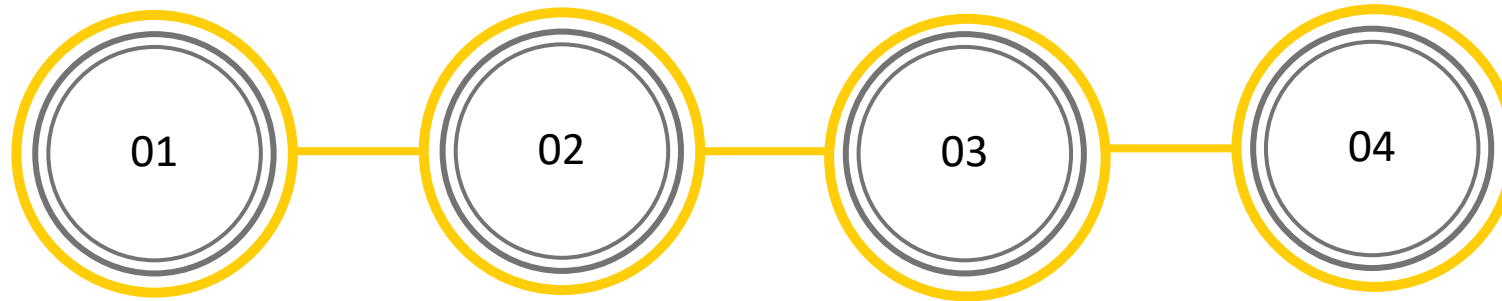
EMPATHY MAP



Quick guide: The Empathy Map is a tool for emphatic target group analysis and helps users to perceive their own feelings better and to empathize with their own actions. The aim is to gain a deep insight into potential users by answering as many open WH questions as possible. Each interview or each test can be documented individually with an Empathy Map, in order to be able to create a persona from the findings. In a first step the Empathy Map explores the "feelings and perceptions" on the level of hearing, thinking, doing, feeling and seeing. To document these feelings it is helpful to think in verbs (activities) rather than in nouns (solutions). Based on this the Pains and Gains can be added. These help to sharpen a problem or to reflect a possible solution with the needs of the user and document the interview.



Komponen Utama Bagian 1



– Think and feel

- Apa yang dipikirkan dan dirasakan oleh pelanggan kita?
- Apa saja bentuk-bentuk emosi yang dimiliki oleh pelanggan kita?

– See

- Apa saja yang dilihat oleh pelanggan kita?
- Seperti apa bentuk lingkungan di sekitar pelanggan kita?

– Say and do

- Apa saja yang dikatakan/diucapkan oleh pelanggan kita?
- Hal-hal apa yang harus dilakukan oleh pelanggan kita? Hal apa yang dilarang?
- Dalam hal apa pelanggan kemungkinan memiliki perilaku yang inkonsisten?

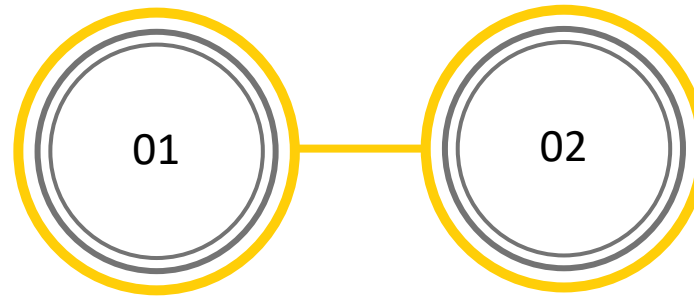
– Hear

- Hal-hal apa saja yang didengar oleh pelanggan kita?
- Dari mana saja pelanggan kita mendapatkan informasi atau pengaruh?

02

Empathy
Map

Komponen Utama **Bagian 2**



–Pains

- Hal-hal apa saja yang menjadi tantangan atau kesulitan bagi pelanggan kita?
- Mengapa hal tersebut dirasakan sebagai permasalahan bagi pelanggan kita?

–Gains

- Hal-hal apa saja yang diinginkan atau dibutuhkan oleh pelanggan kita?
- Mengapa hal tersebut diinginkan atau dibutuhkan oleh pelanggan kita?
- Bagaimana hal-hal ini bisa menjadi peluang dan manfaat untuk kita?

02

Empathy
Map

Emphatic Communication for Business Purpose?:

**How to convince others?
How to influence others?**

- 1 Menggunakan pernyataan secara ahli
- 2 Menggunakan kata-kata yang *powerful*
- 3 Teknik Tekanan Waktu
- 4 Teknik Kredibilitas
- 5 Teknik Mengungkapkan Rahasia

5

Persuasive
Techniques



Thank You

Case 1:

Viral Silvia Kehilangan Tabungan Rp 1,4 M Usai Klik Undangan Pernikahan di Whatsapp

- <https://youtu.be/xeWhbyRTjtk>



Case 2

Tumpahkan Kekecewaannya, Ibu Korban Investasi Bodong Histeris di Rapat DPR dengan Kapolri

- <https://youtu.be/kLniBCLg31o>



Case 3:

Heboh Isu Data BSI Bocor, BSI Pastikan Data dan Dana Nasabah Tetap Aman!

- <https://youtu.be/utR1zfpDNPU>



Case 4:

**Korban Bumiputera TUNTUT Haknya 100 Persen, TAK TERIMA
Dikembalikan Hanya 50 Persen, Akui Dirugikan**

- <https://youtu.be/z9GTTff0uok>

