

# EMPATHY AUTHENTICITY CHECKLIST

While backing up empathetic claims with action grows dividends, slapping a false veneer of empathy on your brand will backfire spectacularly. So, what can you do to avoid this mistake?



The following questions will help you ensure your organization is acting empathetically at every level—leadership, culture, and external brand. This means everything from hiring the right people to managing meetings more effectively to rewarding the right behaviors to understanding customers and adapting to their needs. Focus on these things first, and then move on to doing good in the community and making your empathy visible outside company walls.

To ensure you're infusing empathy in a holistic way, ask yourself:

1

**Are we aligned on mission and values?**

Does everyone inside and outside of the organization understand our story, values, and purpose? And is this translating to what we're presenting externally, in our marketing messages and customer service? If you can't internally articulate this, you can't operationalize any of it or make it effective.

2

**What internal policies or practices are in place to foster empathy?**

Do we reward empathy and collaboration? Do we make this part of our performance reviews? What are our policies for running meetings, getting to know each other as colleagues, welcoming new hires, preparing new managers, managing conflict, and mentoring emerging leaders?

## EMPATHETIC AUTHENTICITY CHECKLIST

3

**Are we building a safe and trusting environment?**

Can our people openly collaborate without feeling like they have to be competitive? Do they also have the flexibility to take calculated risks or make tough decisions on the fly without fear of failure?

4

**Are we “hiring right”?**

Do we have the right leaders in place who have the emotional intelligence as well as the business acumen to deliver long-term results? How about the right people in customer service, representing the brand? Do we screen for high emotional intelligence (emotional quotient, or EQ)?

5

**Do we implement proactive and flexible customer service policies?**

These policies should be based on trust and offer the benefit of the doubt. Do we assume the best in customers with policies that support them? Do we give customer-facing employees the opportunity to think on their feet and personalize solutions based on customer needs in the moment?

