

# WHAT'S GOOD FOR THE SOUL IS GOOD FOR BUSINESS

How do you attract loyal customers, retain top talent, build a positive brand image and thrive as a business? In a word: Empathy.

Every problem that exists in the business world, from poor management to unhappy consumers to failed products, can be traced back to a single, common origin: lack of empathy. When we are unwilling to place ourselves in someone else's shoes and understand another point of view, we are unable to solve problems or find solutions. This impacts our professional reputation, team's productivity, customer's experience and organization's performance.

## Transform your business with an Empathy Edge

In an inspiring session tailored for your business, brand strategist and speaker Maria Ross – author of the *The Empathy Edge: Harnessing the Value of Compassion as an Engine for Success* – puts actionable empathy in the hands of you and your team. She'll offer practical tips for how to use empathy to shape your leadership style, workplace culture and branding strategy, resulting in happier customers, enhanced employee performance and increased profits.

*Maria spoke to our employees about the research that went into her book, The Empathy Edge. We came away with great tidbits on how we can incorporate more empathy into the relationships we have at work. Sometimes we get so busy with trying to make things better, faster, cheaper that ultra important things like relationships and empathy get lost. Maria told great stories and highlighted specific ways we can be more empathetic. It was a super insightful conversation!*

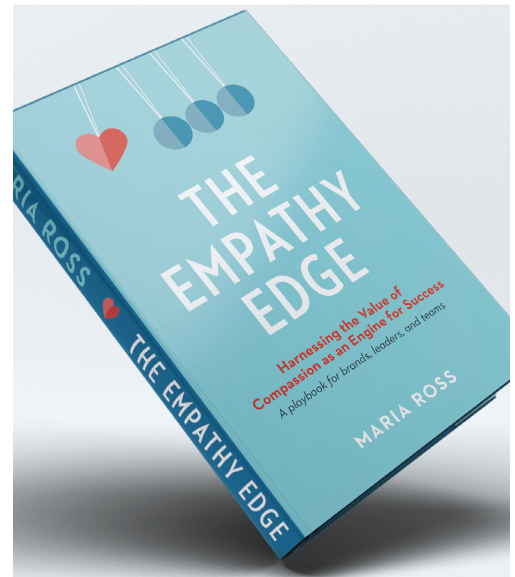
- **JC Noble**, HR Program Manager, IPSY

## You will learn:

How empathy boosts your bottom line while making an impact, the data to back it up and the steps to take to lead your team with purpose and profit.

- 5 ways that empathetic leadership, culture, and brand benefit your organization's bottom line.
- Five habits you can put into practice RIGHT NOW to transform your team and brand as a positive force in the world.
- How to avoid the "empathy veneer." The three levels your organization must address to truly walk your talk, and the crucial role you can play to kick this into motion.

This 45-90 minute keynote or webinar can be tailored to your needs and is ideal for **C-level/Marketing/HR/D&I/ Customer Success leaders, specific functional teams, entrepreneurs** and anyone desiring **values-driven work**.



## Buy Books for Your Team, Get Discounts:

Discounted\* 90-minute webinar training and author Q&A, plus bonus download – with bulk purchase of 100 books.

Discounted\* customized on-site workshop or presentation, plus bonus downloads – with bulk purchase of 300 books\*

Packed with practical tips on using empathy in the workplace for a competitive advantage, this playbook contains fascinating stories from founders, change-makers and recognized brands proving that empathy is not just good for humankind, it's great for business – and may transform you at a personal level, too.

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\*Travel costs not included and are additional.

## Praise for The Empathy Edge:

*“In today’s crowded and noisy marketplace, humanity wins. Maria Ross’ compelling new book shows...how compassion and cultivating an empathetic mindset can help leaders and brands stand out.”*

- **Dorie Clark**, author of *Stand Out* and *Reinventing You*, and adjunct professor, Duke University Fuqua School of Business

*“This is a wise, passionate, motivating book that’s a must-read for every manager and executive”.*

- **Jay Baer**, founder of Convince & Convert and co-author of *Talk Triggers*

*“In the new world where top talent seeks not just a paycheck but purpose and fulfillment at work, Maria Ross shows us that empathy is the foundation of thriving careers and cultures. This book goes beyond theory to lay out specific actions leaders can take to build the brands and cultures of the future.”*

- **Aaron Hurst**, co-founder and CEO of Imperative and best-selling author of *The Purpose Economy*

*“The workplace is now more diverse than ever before. Building a stronger culture starts by relating to each other, regardless of background, age or life experience. Maria Ross shows that empathy can be your super-power if you want to achieve your goals.”*

- **Chip Conley**, Hospitality Entrepreneur and New York Times bestselling author

*“To enable productive relationships with colleagues, subordinates and customers, individuals must approach those connections with empathy and compassion. This book brings theory and action together in one powerful resource.”*

- **Michelle Tillis Lederman**, author of *The Connector’s Advantage* and *The 11 Laws of Likability*

*“This is one of those rare business books that is not just informative, but optimistic and enjoyable.”*

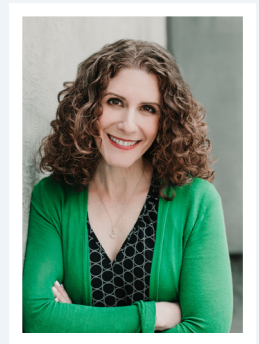
- **Megan Hanley**, CMO of Freedom Financial

## Empathy Topic Angles:

Depending on your needs, talks can be tailored to dive into how and why to:

- Be an empathetic leader
- Create an empathetic culture
- Build an empathetic brand/ stronger customer connections
- Build an empathetic brand in a digital world.

Maria Ross is a keynote speaker and brand strategist who believes cash flow, creativity and compassion are not mutually exclusive. She is the creator of Red Slice, a brand consultancy for entrepreneurs and fast-growth businesses, and has authored multiple business books, as well as a powerful personal memoir. Maria speaks at leading conferences and organizations about building an irresistible brand story, culture and customer connection. Her insights have been featured in numerous media outlets, including MSNBC, ABC News, The Huffington Post, Forbes.com, and Entrepreneur.



To learn more, go to [red-slice.com](https://red-slice.com) and click on Speaking.