

# The Power Of Empathy

How can we understand our customers if we don't understand our teams?

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BT Group Insight



**WHY ARE YOU  
HERE ?**





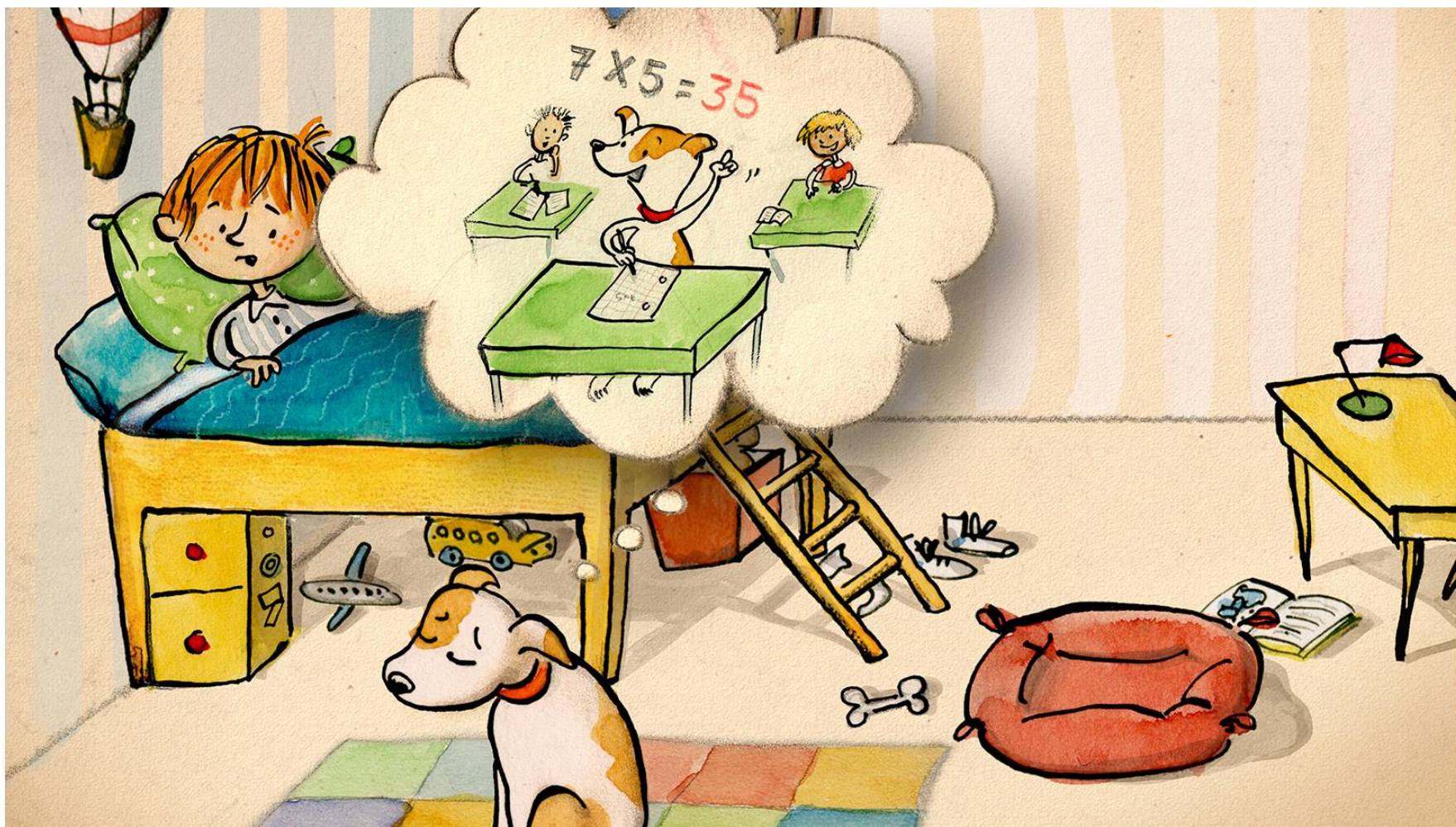
**“Homo sapiens is a storytelling animal** that thinks in stories (...) and believes that the universe itself works like a story (...)

When we look for the meaning of life, we want a story that will explain what reality is all about and what our role is (...)

This role makes me a part of something bigger than myself, and gives meaning to all my experiences and choices.”

— Yuval Noah Harari, [21 Lessons for the 21st Century](#)









**Making someone  
feel seen, heard, and  
understood is the loudest  
way to love them.**

Wild Faith

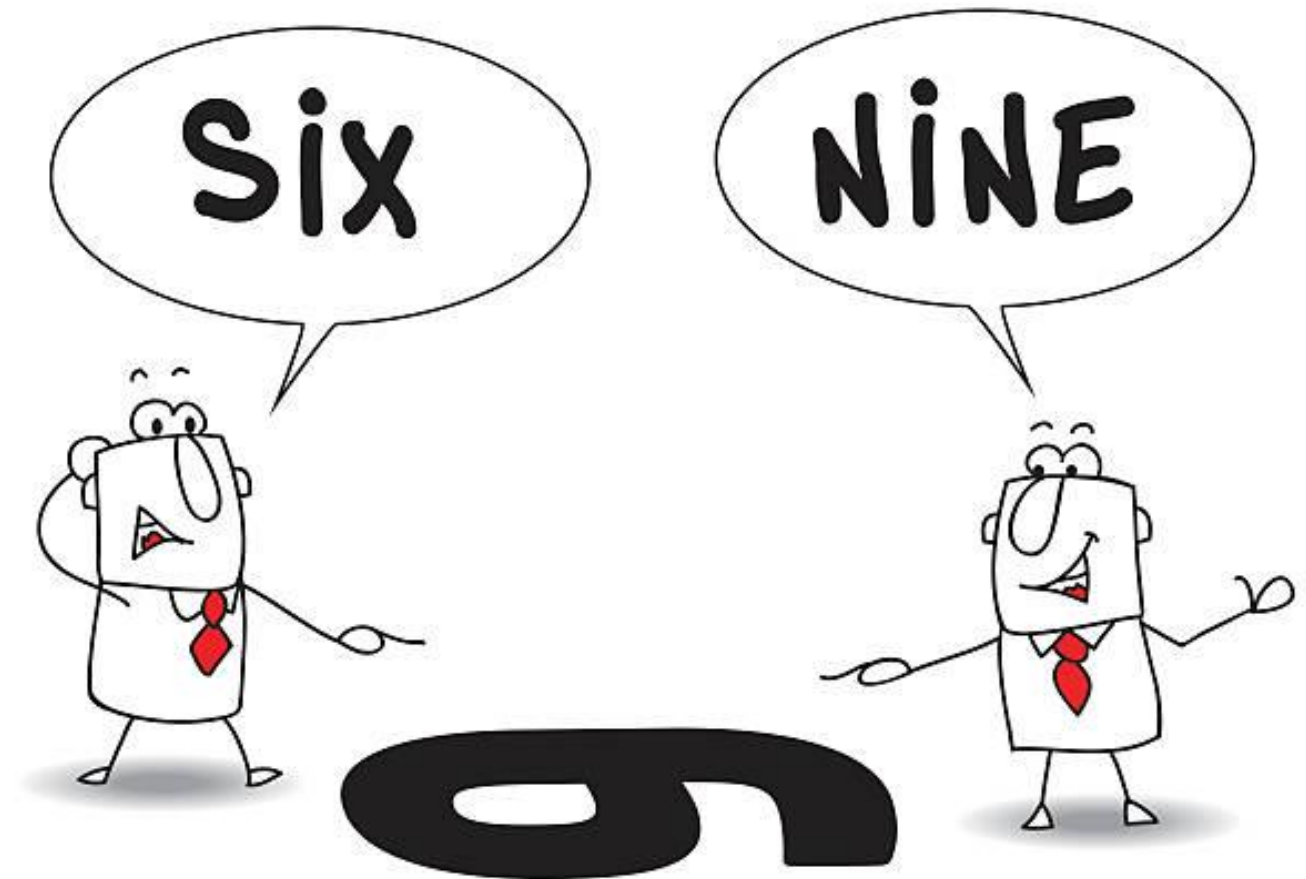
If you can make your stakeholders  
care, the insight you're delivering  
will stay with them



The truth of a thing is in the  
feel of it, not in the think of it.

Stanley Kubrick

“ quote fancy



*‘This was an invaluable introduction to our customers as I began my role, challenging many assumptions I had, enabling me to get further faster with a more aligned team, as together we reimaged how to serve our customers.*

*They provided a moment of realisation of what we must do to improve our interactions with customers’*





## 2. Effective Relationships

Key Competencies for Displaying Interpersonal and Relationship-Building in Insights & Analytics:

- ☐ Communication
- ☐ Collaboration and Teamwork
- ☐ Relationship Management
- ☒ Influencing and Persuasion
- ☒ Empathy and Emotional Intelligence
- ☐ Negotiation and Conflict Resolution
- ☐ Client Service Orientation



## THE AURA WORKING WELL TOGETHER CHARTER

We believe that the way clients and research agencies work together can make a real difference to people's confidence and well-being. AURA members who sign up to the **AURA Working Well Together Charter** have committed to a set of standards they will live up to when you work with them. These behaviours are designed to mitigate some of the more stressful aspects of day-to-day working between people in our industry. Our work together is valuable and sometimes high pressured, by its nature, and we can't promise to remove all of that; but the charter is a declaration of mutual respect and empathy, co-created with our members and some of their agency partners, aimed at eliminating unnecessary pressure - which will lead to better work and stronger research partnerships.

### When we ask you for a proposal ...

#### We'll respect your time

- Any brief we send you will be approved by our stakeholders and ready for us to work on together
- It will include an indicative budget (or, if not, we promise to be available to discuss)
- We'll be clear about what we want in the proposal
- We'll be open about your chances of winning the business: eg e.g. how many agencies were invited to pitch
- We'll give you a reasonable time to develop your proposals and be clear on the timetable for reviewing and commissioning the work
- We won't ask for or expect a tight turnaround if we don't need one

### When we work with you it'll be a partnership...

#### We'll commit to open and honest conversations at all times

- We'll share our preferred ways of working and expectations before we start
- We'll agree priorities up front on how to balance speed, quality and cost
- We'll encourage you to tell us straight away if what we're asking for is impossible or ill-advised, and we'll be available for a conversation
- We'll talk about timings and budget if the brief shifts significantly and/or a project is cancelled part way in

#### We'll leave you to do your best work by managing our side of things well

- We'll do our best to be your single point of contact at key sign off moments
- We'll ensure stakeholder expectations are managed
- We'll arrange access to stakeholders where it will help the output
- We'll take responsibility for internal stakeholders delivering on their commitments to research deadlines
- We'll help make it easy for you to get paid in a timely manner

#### We'll treat you as an extended part of our team


- We'll give you access to stakeholders and contextual information when appropriate
- We'll be open to discussing the best presentation formats and channels and encourage face to face debriefs where we believe they will deliver greater impact
- We will never refer to you as just "our supplier"
- We'll co-own all deliverables and make ourselves available to help you shape them

#### We'll respect your right to disconnect

- We'll talk about how we work and the hours we keep as part of the kick off
- Unless agreed in our ways of working, we won't contact you or expect a reply outside reasonable office hours
- When we ask for things, we'll always tell you when we need it and won't ask for a tight turnaround if we don't need one

#### We'll commit to proper feedback

- We promise you'll hear back if you send us a proposal and tell you when we'll do that in the brief
- We'll share constructive feedback if unsuccessful and be available for a conversation if you want one
- We'll have a project wash up session at the end of every project to share joint learnings on what went well and less well
- We'll share with your team any internal feedback we receive on the project



78%  
acknowledge  
importance of  
empathy



47%  
say their  
business  
practices  
empathy





**+ 56%** Job performance

**- 50%** Staff turnover

**- 75%** Sick days

**\$52m**

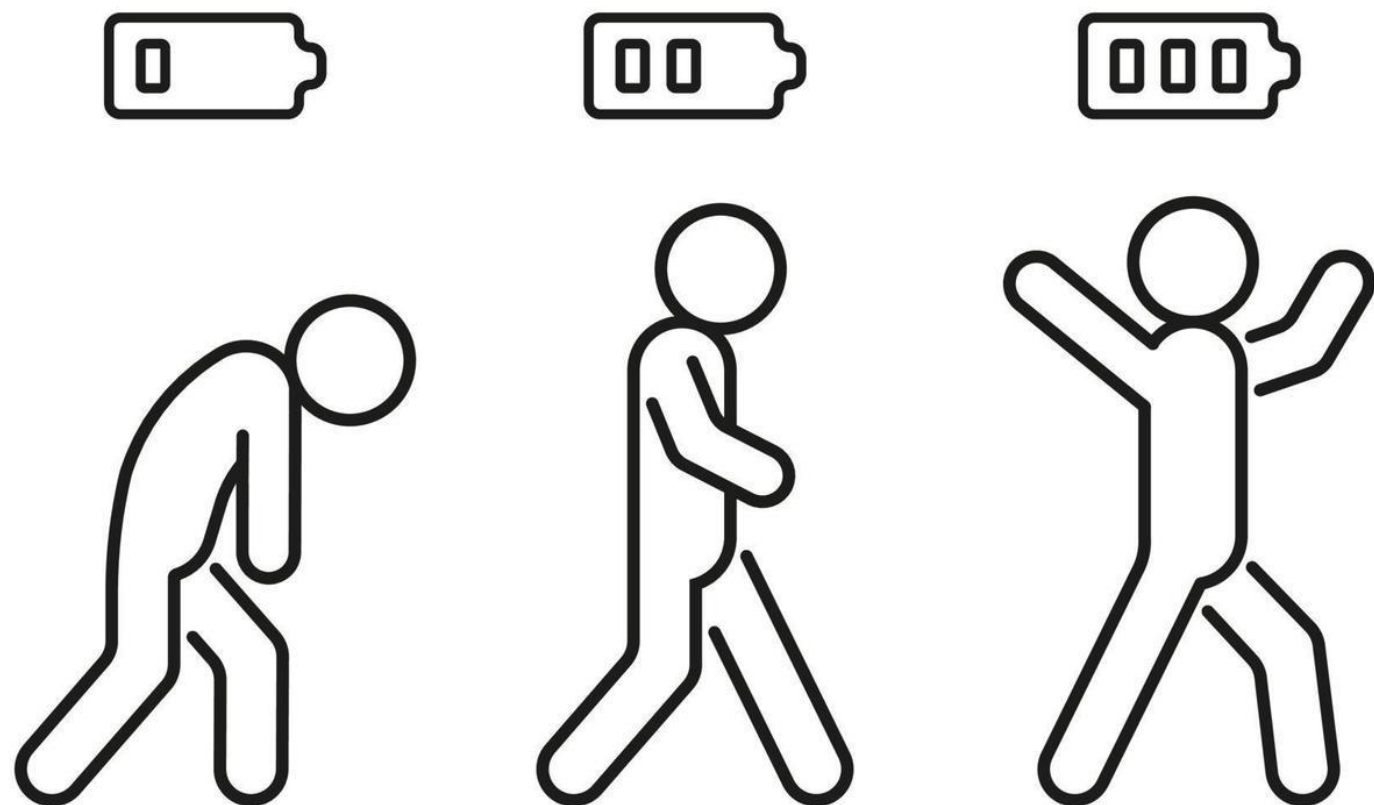
Annual savings for a  
company with 10,000  
employees



*‘I get paid well to do something I  
enjoy and I’m surrounded by clever,  
funny, like minded people. And for  
45-50 hours every week, I feel  
isolated’*

Practising empathy and care makes us not  
only better colleagues and managers,  
it make us into better insight professionals  
and partners

# Chapter 1: Our Story Begins



# Chapter 2: A Team Was Born





# Chapter 3: The Challenge Unveiled



# Chapter 4: Wait, Who Are You Again?

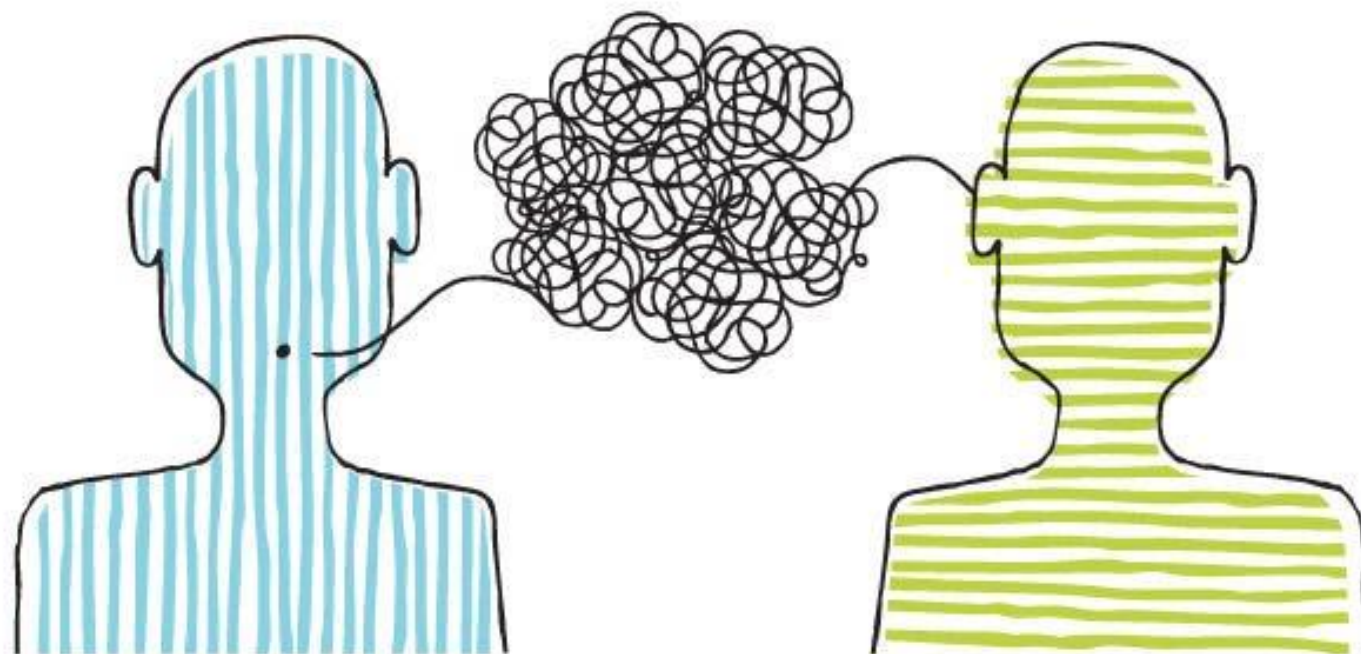




# Chapter 5: The Missing Stories

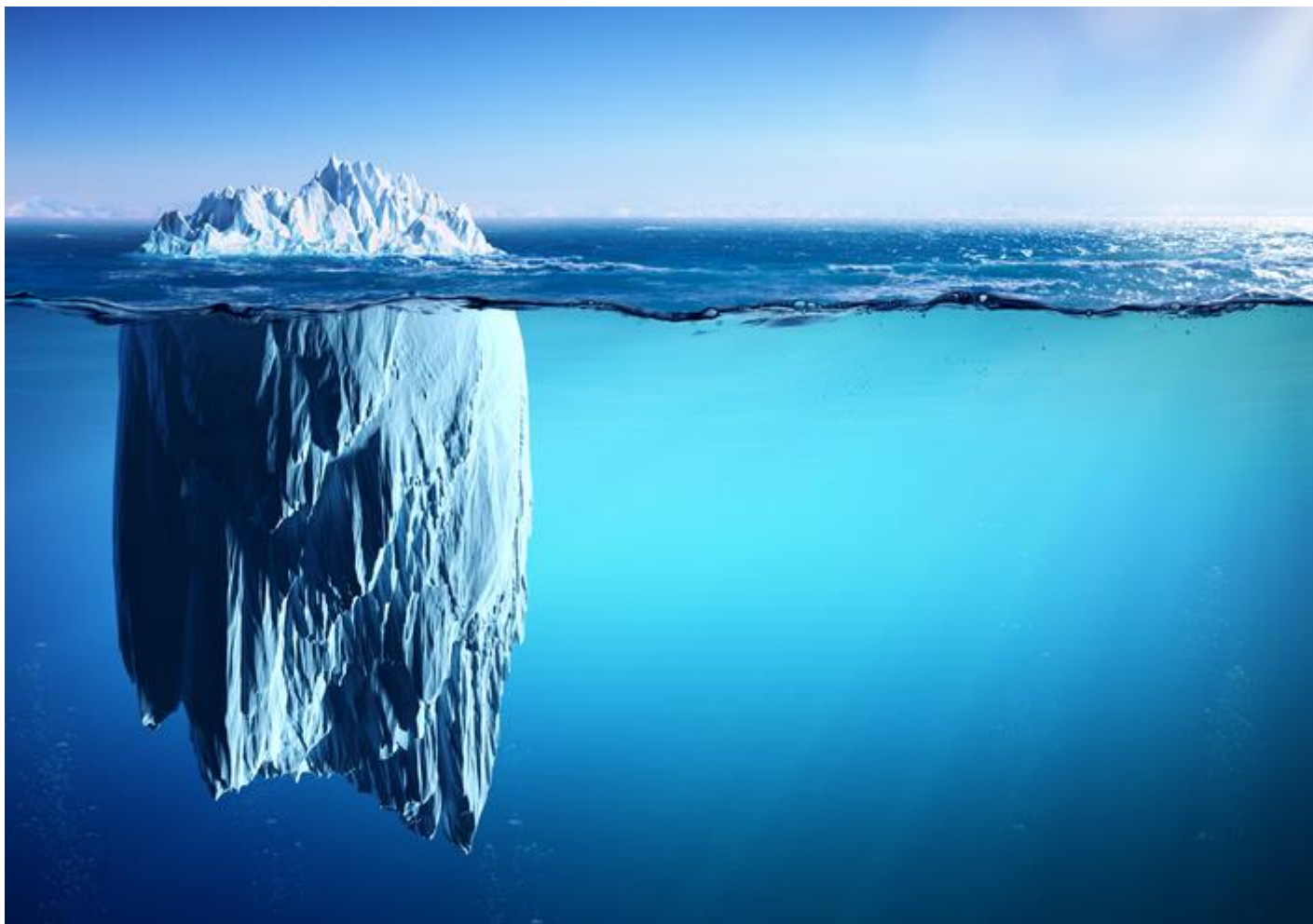


# Chapter 6: An Evolution



# Chapter 7:

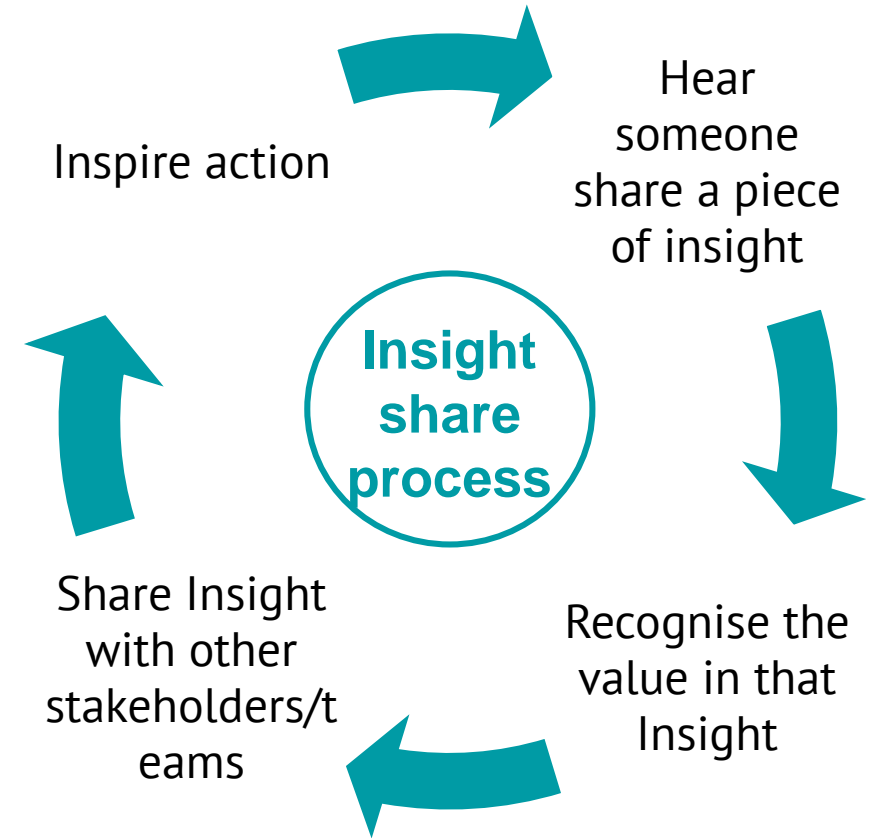
# So, This Is Us





# Chapter 8: Back to the Research





~~The End~~

*To be continued....*