

HEARTIFICIAL EMPATHY

Putting Heart into your Business and Artificial Intelligence



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If you think satisfying your customer is important

If you would like your employees to be more engaged

If you are contemplating or implementing an Artificial Intelligence strategy

If you want to improve your innovation pipeline

If you would like to get the most out of your partnerships

If you have an influencer marketing outreach that you'd like to enhance

If you want to recruit the best talent

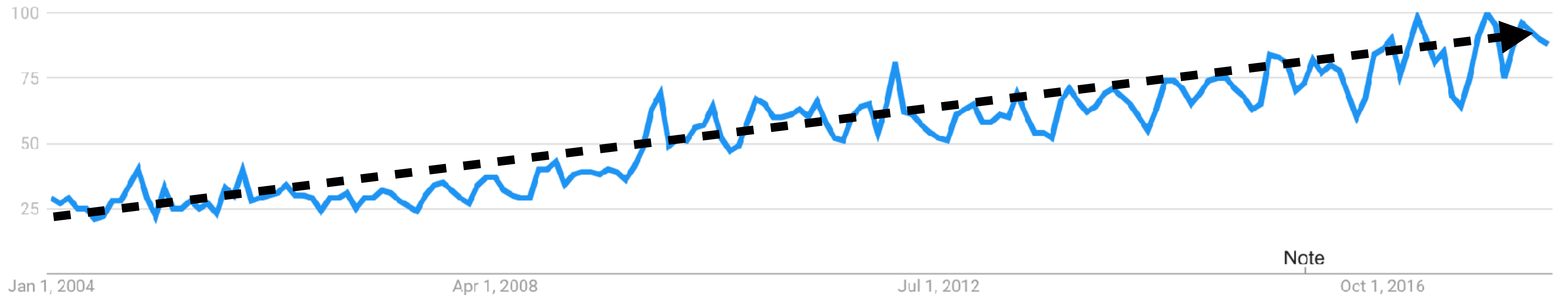
If you have a team with many men on it

Or if you have tough negotiations to undertake

« Empathy toward others is a precondition
to an ethical life. »

Mark Baer, Psychology Today

GOOGLE TRENDS: INTEREST IN « EMPATHY »



Note

Jan 1 2004 - today

empathy

/ˈɛmpəθi/

noun

the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation

The 20 Most Empathetic Companies, 2016

<https://hbr.org/2016/12/the-most-and-least-empathetic-companies-2016>

The index is based on an analysis of the internal culture, CEO performance, ethics, and social media presence of 170 companies on major financial indexes.

the top 10 cos. in the Global Empathy Index 2015 increased in value >2x as much as those of the bottom 10 and generated 50% more earnings

NO.	COMPANY	SECTOR	SCORE
1	Facebook	Technology	100.0
2	Alphabet (Google)	Technology	99.4
3	LinkedIn	Technology	98.8
4	Netflix	Technology	98.2
5	Unilever	Consumer goods	97.7
6	Southwest Airlines	Travel and tourism	97.1
7	Microsoft	Technology	96.5
8	Whole Foods Market	Consumer goods	95.9
9	Johnson & Johnson	Pharma	95.3
10	SAP SE	Technology	94.7
11	Novartis	Pharma	94.1
12	SABMiller	Food mfg.	93.5
13	Tesla Motors	Auto mfg.	92.9
14	Starbucks	Consumer goods	92.4
15	Apple	Technology	91.8
16	InterContinental Hotels	Travel and tourism	91.2
17	Procter & Gamble	Consumer goods	90.6
18	BMW	Auto mfg.	90.0
19	Blackstone	Finance	89.4
20	Nike	Consumer goods	88.8

SOURCE LADY GEEK

© HBR.ORG

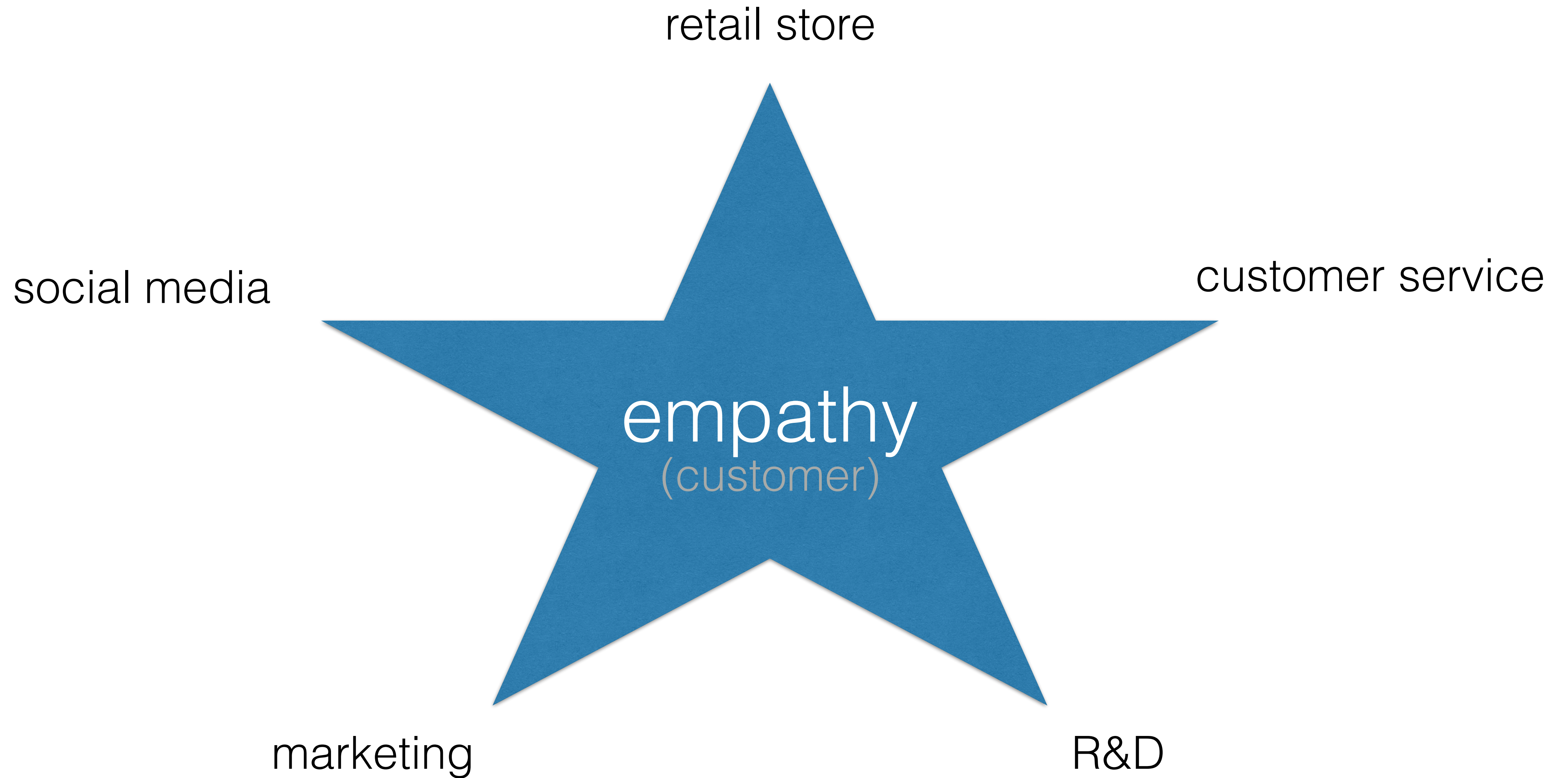
emp

unlocking engagement

loyee athy

“87% of CEOs see a direct link between workplace empathy and business performance, productivity, [employee] retention and general business health.”

State of the Workplace Empathy study 2018 by Businessolver



SERVICE & RETAIL ACADEMY

transformation programme in the Americas...

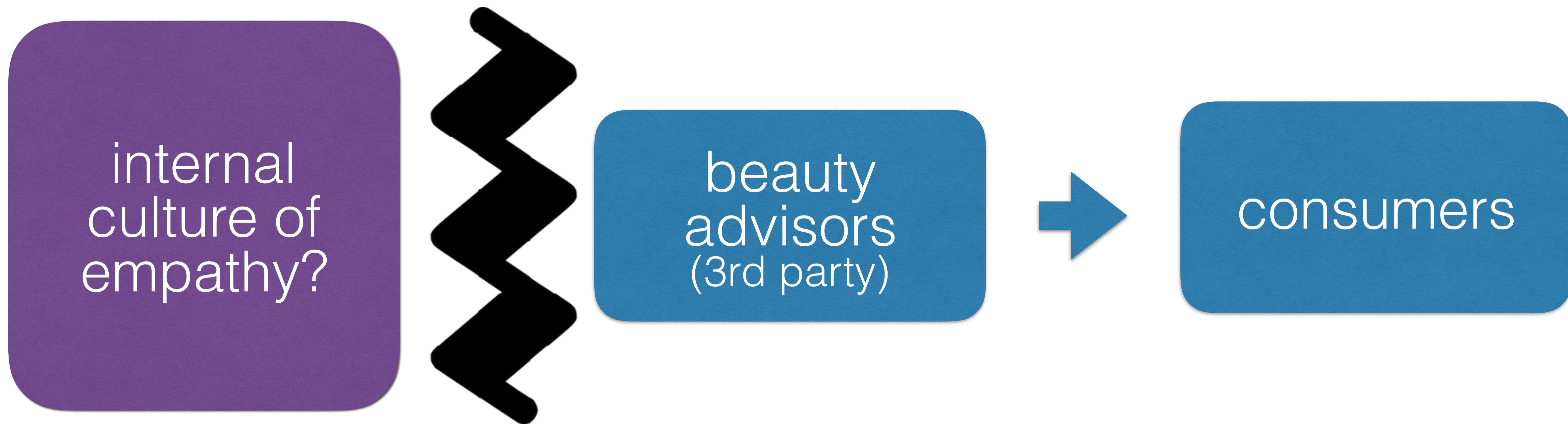
Train one million beauty advisors worldwide in customer excellence
Pilot in Canada with 90 POS in Toronto
All brands, all divisions

This is about
people, not
products

beauty
advisors must be
authentic, understanding
of the needs of others and
demonstrate curiosity to
better connect and
serve.

“People
buy from people
they like.”

SERVICE & RETAIL ACADEMY



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« you can't teach empathy, but you can create an environment that favours its development »

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ORGANISATIONAL EMPATHY



RELATIONAL EMPATHY



SELF EMPATHY

YOUR PERSONAL **SLICE OF PIE**



Listen.



Explore Differences.



Read Fiction.








Do Mindfulness.



Know Why.



MEASURING EMPATHY

-  how well do employees feel understood
-  the ethics of a company
-  leadership/management style
-  what the employees think of the CEO
-  how many scandals and audit infractions the company has had...



Empathic Futures

Machines and transportation systems are becoming increasingly complex and more intelligent. How will we develop trust in these machines and how can we communicate with them?

Experience the future of human-machine relationships at the Empathic Futures exhibition.

Empathic Futures

Exploring the Future of Human-Machine Relationships

16 November 2017 – 28 February 2018
Financial DRIVE Volkswagen Group Forum, Berlin

An exhibition by FELD studio for digital crafts and Volkswagen Group Future Center Europe
Supported by Volkswagen Financial Services



Principles for Empathic Futures



- ◆ Mirroring speech patterns
- ◆ Rendering of emotions through syntax (emojis and images)
- ◆ Exhibiting transparency
- ◆ Non-repetitive conversation
- ◆ Reading between the lines
- ◆ Allowing agency

teaching the machine

- ★ Use as much context as possible: remember past user's actions, idleness, time and location the user is in.
- ★ Compose numerous strong responses for each intent and ensure that the machine does not repeat itself time after time.
- ★ Record entities used in the dialog, match the pronouns to those entities, use relevant synonyms.

Create a specific zone
Make sure agency is qualified



Expect misunderstandings
Avoid spelling mistakes



Artificial Empathy

how reflective of your inner culture?

how much agency must one hand over?

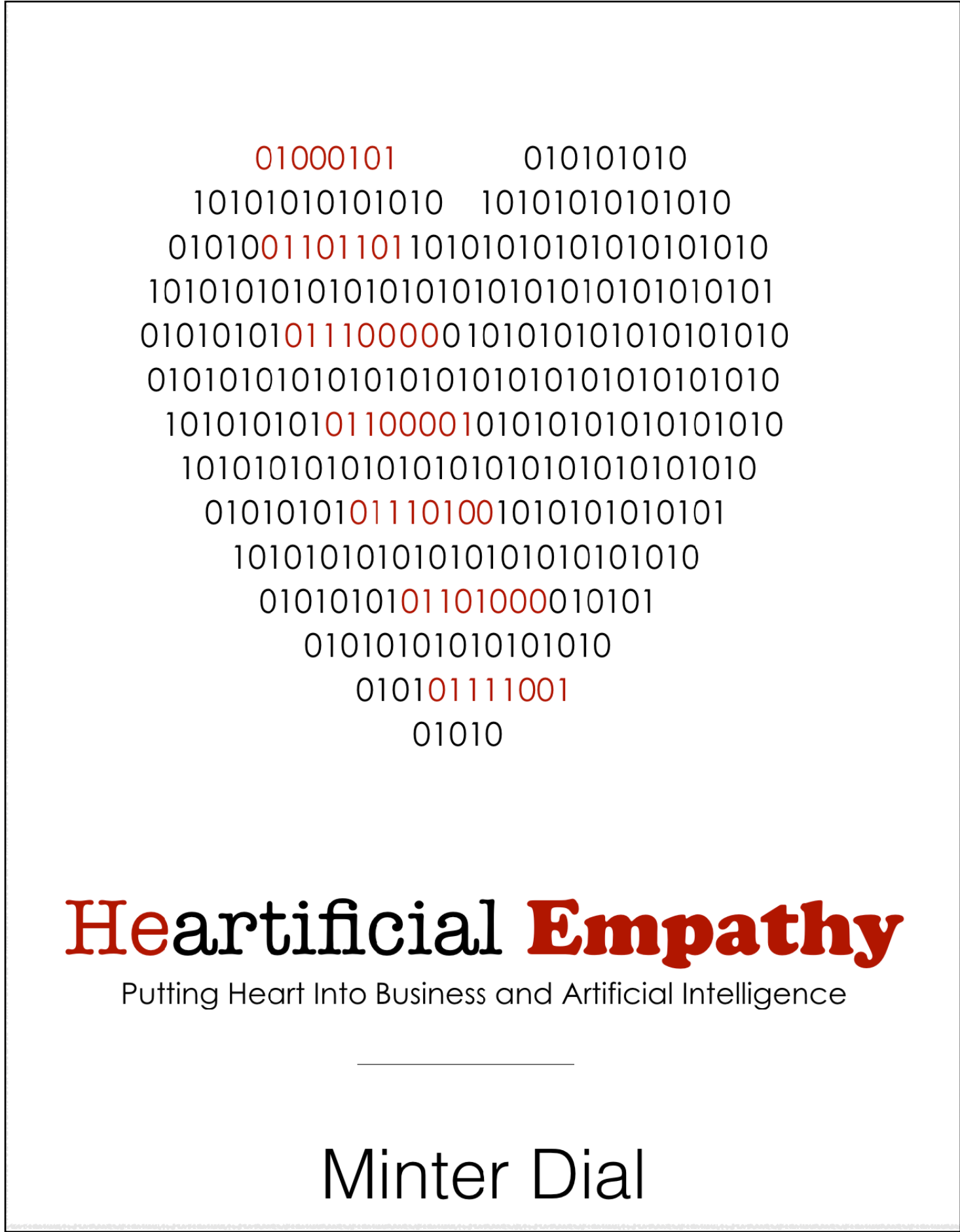
how to convert EI data into useful metrics?

align inside and outside

context is vital

let the user know

human + machine is still
the winner



minterdial.com/heartificial-empathy

« Dial skillfully illustrates how we can industrialise meaningful solutions for human happiness. »

'Neil' Watson
AI & Robotics Faculty Singularity University

« A must-read for forward-thinking leaders everywhere. »

Marty Neumeier
Author of *Metaskills* and *The Brand Gap*

DIGITALPROOF

C O N S U L T A N C Y

Dialling Up Transformation



@mdial



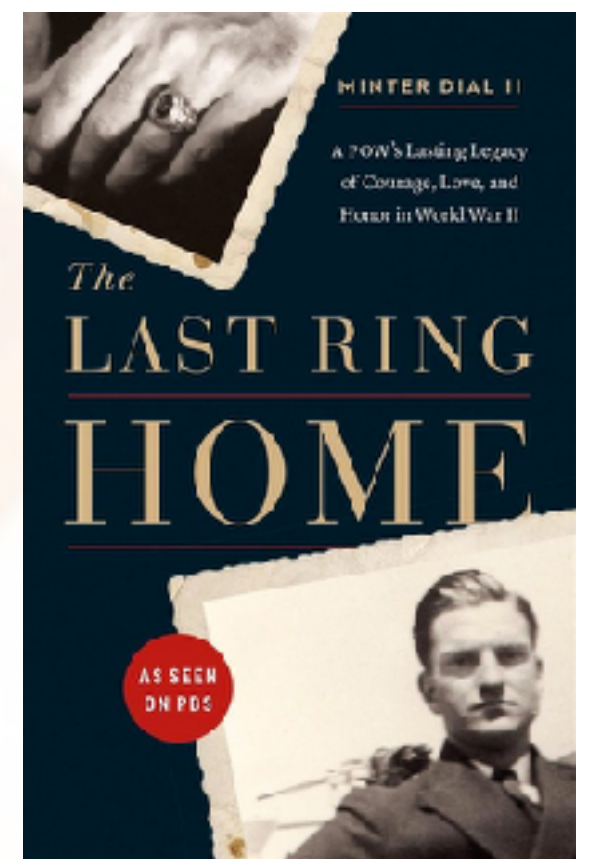
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thelastringhome.com



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