

# Empathy: The Crucial Communication Ingredient



Instructor: Eric Singer

# Objectives

**Specialized**  
training to help  
you understand  
and use empathy  
to better connect  
with your  
stakeholders

**Identify**  
best practices to  
communicate with  
empathy in crisis  
and sunny days  
communications

# Empathy's Importance

People need to know **YOU** care  
before they **care** what **YOU**  
have to say!



# Empathy's Importance



Empathy is the sweet spot of emotional connection

Necessity to appropriately attach to people

- Vital during/after a crisis
- Vital during **ANY** communications

Empathy is a strange and powerful thing. There is no script. There is no right way or wrong way to do it. It's simply listening, holding space, withholding judgment, emotionally connecting and communicating that incredibly healing message of 'You're not alone.'

—  
BRENE BROWN

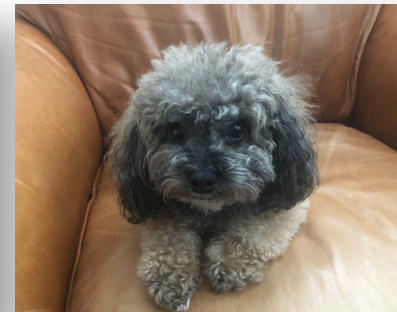
# Biology of Empathy



**Limbic System** – Part of the brain involved in our behavioral/emotional responses:

- Plays a vital role to control and reduce emotional behaviors such as fear, rage, depression and anxiety
- Integral to survival, caring for our young and fight or flight responses

# Empathy Connects



- Humans are mammals
- Mammals have limbic systems with a full range of emotions
- We can emotionally connect to other mammal's limbic systems
- Humans emotionally connect and feel close with other humans
- Humans can emotionally connect and feel close with other mammals

# Lack of Connection

- We CANNOT emotionally connect with non-mammals
- Alligator limbic system is heavily involved in smell to help defend territory, for hunting and eating prey
- Non-mammals don't emotionally feel.
- The reptile brain is rigid and compulsive



# Empathy's Power in Communications

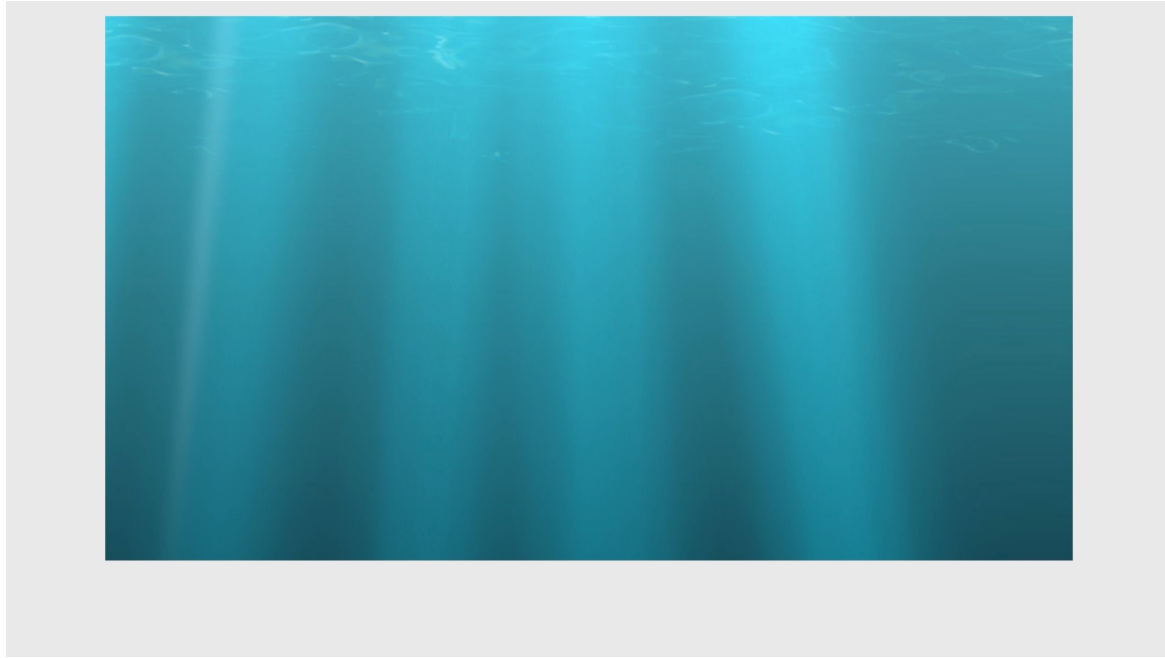
EMPATHY'S POWER  

---

LEVELS OF INTERACTION



# Empathy's Power in Communications

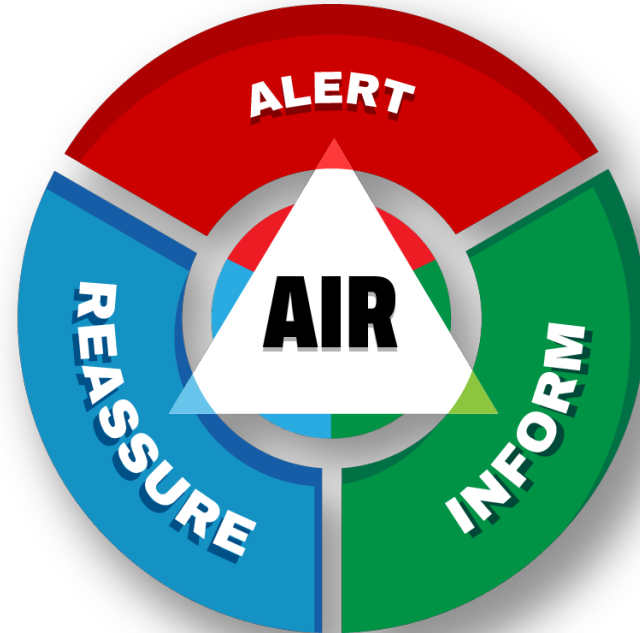


# Effective Empathy for PIOs/PAOs

- When you connect, you lower someone's anxiety
- Decrease in depression
- True limbic emotional connection with others is valuable in a crisis and key to effective messaging during crisis communication
- Helps stakeholders connect with spokesperson during risk/crisis communications



# What People Want To Know



# Empathy Homework

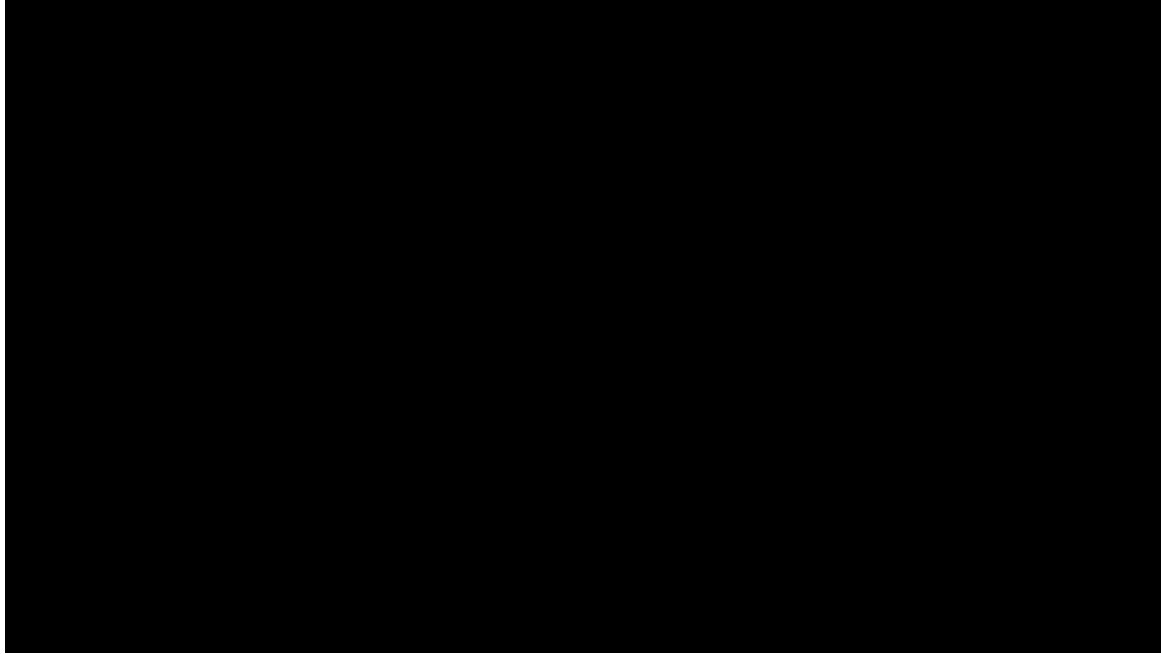
- Think about an Empathy **SUCCESS**/**FAILURE** in your risk/crisis & sunny days communications
- On camera or in-person
- We'll discuss at the end of class



# EMPATHY



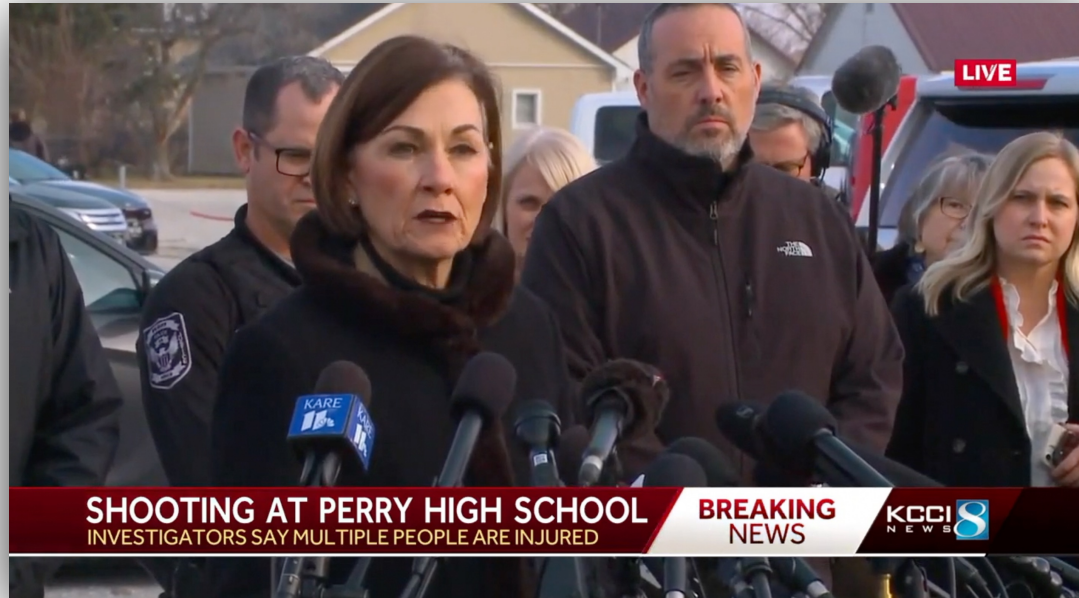
# Empathy versus Sympathy





# KEY TAKEAWAYS

# Empathy SUCCESS





# Empathy SUCCESS



# Voice Control

➤ Volume

➤ Pitch

➤ Pace

➤ Tone

➤ Silence

*“The human voice is the most beautiful instrument of all, but it is the most difficult to play.”*

*Richard Strauss*



# Empathy SUCCESS



# Empathy SUCCESS





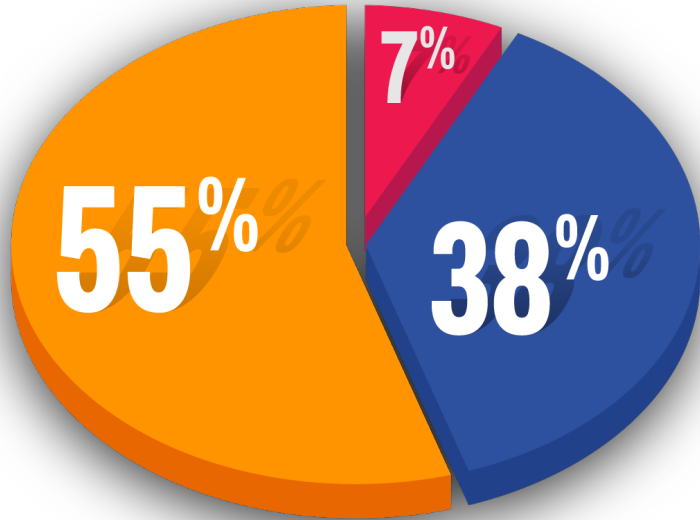
**KEY  
TAKEAWAYS**

# What the Public wants from YOU

- Communication
- Coordination
- Trust



# Body Language



## Dr. Albert Mehrabian's 7-38-55% Rule

### ELEMENTS OF PERSONAL COMMUNICATION

- 7% - Spoken Word
- 38% - Voice, Tone
- 55%.- Body Language

# Empathy Failure





# Empathy Failure





**KEY  
TAKEAWAYS**

# Empathy Exercise

- Share an Empathy **SUCCESS**/**FAILURE** in your risk/crisis & sunny days communications
- On camera or in-person





# KEY TAKEAWAYS

FOR MORE INFORMATION  
Email: [PASTFusion@anl.gov](mailto:PASTFusion@anl.gov)

**Connect  
With Us**

**#Pastfusion**



Facebook:

[@PASTFusionAcademy](https://www.facebook.com/PASTFusionAcademy)



X/Twitter:

[@PASTFusion](https://twitter.com/PASTFusion)



Instagram:

[@PASTFusionAcademy](https://www.instagram.com/PASTFusionAcademy)

**PAST** | FUSION  
ACADEMY  
AT ARGONNE NATIONAL LABORATORY

Argonne  
NATIONAL LABORATORY

**PAST** | **FUSION  
ACADEMY**  
AT ARGONNE NATIONAL LABORATORY

# Public Affairs Science and Technology (PAST)

*Learn from the PAST, prepare for the future*

**PAST** | **FUSION  
ACADEMY**  
AT ARGONNE NATIONAL LABORATORY

Web: [Pastfusion.anl.gov](http://Pastfusion.anl.gov)  
Email: [SSinger@anl.gov](mailto:SSinger@anl.gov)

Argonne   
NATIONAL LABORATORY