

HABITS AND TRAITS OF EMPATHETIC CULTURES

Empathetic cultures lead to empathetic brands and stronger customer connections.



Empathetic culture isn't just about rules and behaviors; it's about bringing in the right people and giving them what they need to thrive. Here are six tactics for ingraining empathy in any organization's culture.

1

Start small

No need to tackle big transformation projects. Sparking empathy within your culture can happen slowly through tiny, cumulative actions.

2

Create an environment of trust

Empathetic cultures can flourish only if employees feel secure enough to stop looking over their shoulders or protecting their turf. Create a plan for meetings that enables everyone to safely contribute. Cultivating strong mentorship and training programs within your culture also breeds trust.

3

Enable open communication

Creating an environment of trust is contingent on free-flowing, unfettered communication. Without barriers or facades, your people can feel confident that the company culture values their voices, feelings, and contributions. Adopt strategies and leverage technology to create trust within remote working environments.

4

Facilitate intergenerational understanding

Generations have different expectations, desires, and motivators. Learning what truly motivates individuals to do their best work is the key to a more empathetic culture. Understand that younger generations raised to believe that diversity of thought leads to better business outcomes.

EMPATHETIC CULTURE HABITS

5

Leverage accountability and rewards

You get the culture you endorse. Putting the right accountability structures and rewards programs in place—from evaluating new hires to promoting seasoned veterans — ensures you balance ambition, innovation, and healthy competition with empathy.

6

Hire for the culture you want to create

If your hiring process is not set up to attract and filter for empathy, you will never be able to bring in those who support the culture. Look for signs of emotional intelligence. Retool your interview questions to tease out empathy. Ask recruits to relate a story of how they turned a work foe into a friend. Dig deeper with their references about how they interact with others.

