The Empathetic PM
Wait, what?

"The Empathetic PM"

By being more EMPATHETIC as a PM, using simple techniques, you WILL be more SUCCESSFUL with your projects.

Team members and customers will respect and value you and your work more.
projekt202 uses empathy as the core ingredient to help our customers to better communicate, innovate, build and deliver solutions.

1000+ projects delivered.
We observe your users in their “habitats,” whether that’s an office, home, or a shopping mall. We have a proven methodology that uncovers what drives your users, so we can create innovation that fits their lives.

Revealing Reality

Stakeholder Interviews

Contextual Inquiries

Data Analysis

Insights & Opportunities

projekt202 IP
What is Empathy?

Empathy is the capacity to understand or feel what another person is experiencing from within the other person's frame of reference, i.e., the capacity to place oneself in another's position.

Being able to walk in someone’s shoes.

It’s not about you.
I empathize with your situation right now. I know that you probably had to get up early. I know your intake capabilities for today are probably maxed out. (cognitive load) I know you had a long day and are ready for a drink. I am also fully aware that I am the reason for you not having that drink yet. Because I walked in your shoes.
one more time!

By being more EMPATHETIC as a PM, using simple techniques, you WILL be more SUCCESSFUL with your projects.

4 Simple Empathy Skills
What is a PM’s Dream?
Aiming for the Perfect Outcome!
What makes a PM Successful?

Manage Expectations
Build Relationships
Communicate Well
Be Passionate
Stakeholder Expectations
Flawed Expectations!
Reality
Herding Dangerous Cats
Using Empathy to Manage Expectations

**Be Curious**

Talk to the stakeholders and team members ideally in a 1:1 setup. Understand the context of the situation that they are in. What is the underlying motivation or core need we are addressing.

Being Curious will set the foundation for a strong relationship. Remember! This is about them not you.
Relationships
Relationships are People

Time & Trust

100% Success with Strong Relationships
Using Empathy to build Lasting Relationships

**Be Personal**

Get to know your team members and internal or external customers.
Understand your teams working style and makeshift.
Find out what team members aspire to.
Understand motivations and anxieties.
Identify the communication needs of each member and stakeholder.

**Smile!**
Using Empathy to Communicate Better

Be a Listener
Pay attention to how people respond in meetings or at work.
Observe how team members communicate to their peers.
Truly listen to what they have to say and how they say it.

to better communicate....
Don’t force one communication style onto a whole team.
Adjust your communication based on personality and context.
Mention the core underlying need you are addressing often!
Passion

Doing the right Thing
Using Empathy to be more Passionate

Be Caring

Be interested in the outcome of every aspect of delivery.
Defend the integrity of the team and stand up for it.
Help to articulate successes not just challenges.
Try to walk in everyone’s shoes.
4 Simple Empathy Skills

Be Curious
Be Personal
Be a Listener
Be Caring
In Summary

By being more **EMPATHETIC** as a **PM**, using simple techniques, you **WILL** be more **SUCCESSFUL** with your projects.

You will manage expectations well.
You will build lasting relationship.
You will communicate better.
You will be liked and perceived as passionate.
Exhibit A

Brand new Customer
Unrealistic Expectations
Difficult to Work with

first project result: meh!

reason: Lack of Empathy
Second Project

We were more Curious
We were more Personal
We Listened carefully
We deeply Cared for the Solution
and
We smiled a lot.

But we also went a little further than usual.
Main Challenge

Understanding the working and communication styles of the whole team.
My Working Style

1. EXPLORE
   Effortless
2. EXCITE
   Extreme
3. EXAMINE
   Deliberate
4. EXECUTE
   Effortless +

1. EXPLORE
   Effortless
2. EXCITE
   Deliberate
3. EXAMINE
   Deliberate
4. EXECUTE
   Effortless

ip: 5 Dynamics
Core Team Energy Map

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Results:

Clear Expectations
Crisp Communication
High Quality Delivered
Delivered on Time & Budget
Happy Customer
Happy Team
Almost There!

Q&A