

Empathy is Good Business



Empathy has become a buzzword in recent years as our awareness of emotion and its relationship to success continues to grow. Many people think empathy is understanding another person's pain, trying to fix things and admitting that we are wrong.

But, according to the Oxford dictionary, empathy is "the ability to understand and share the feelings of another." While this definition is an accepted one, I'd like to add that empathy is also the ability to see things through the other person's eyes and not our own.

How do these skills affect us in the workplace? The simple answer is that in a perfect world-all people with whom we interact will have empathy. We need it to be able to see things through a customer's eyes. Why isn't he or she satisfied? How did we fail? Did we miss a deadline or not follow up when we were supposed to? What were the customer's expectations? Maybe a product or service didn't produce the desired results.

Yes, using empathy in these situations can help us see it through our customer's eyes. But it can also lead to losing business if both parties don't understand both sides. Empathy can also help customers to see things from a supplier's or vendor's point of view. Seeing both sides helps us arrive at a place of understanding and compromise. It might also present an opportunity to do things differently the next time around.

At Forwarders, on the rare occasion that we have an unhappy customer, we put ourselves in his or her shoes and walk through the experience from both points of view. Empathy helps to improve the relationship. Every interaction matters. Teddy Roosevelt summed it up nicely when he said, "no one cares how much you know, until they know how much you care."

We're always here to talk and listen. Give us a call anytime to discuss how these skills can help your business thrive and grow.

-Gary

Trivia:

1. What is on the single most important leadership trait?
 - a. Personable
 - b. Happiness
 - c. Positivity
 - d. Passion

Did you Know?

August was named in honor of Augustus Caesar!

To participate in our trivia questions, submit your answer by clicking [here](#).



Judge Rules in Favor of WW, Against CFPB, in Case of Meaningful Attorney Review

On May 7, 2018 a jury in the case of CFPB v. Weltman, Weinberg & Reis (WWR) reached a mixed verdict, but the judge decided to issue his own decision. Today he ruled in favor of WWR, and assessed costs to the plaintiff -- the CFPB.

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Erdogan Defiant as Turkey Slides Toward Financial Crisis

Turkish President Recep Tayyip Erdogan is showing no signs of backing down in a standoff with the U.S. that rattled markets. As investors worry about Turkey sliding toward a full-blown financial crisis, the big question now is how far the pain may spread.

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Why Grocery Stores Will Win the Meal Kit Wars

Meal prep kits were supposed to make the supermarket obsolete. The opposite has proven true. Now the companies that make the kits may need to partner with a grocery chain to survive.

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Quotes

"I celebrate myself, and what I assume you shall assume, For every atom belonging to me as good belongs to you. I loafe and invite my soul, I lean and loafe at my ease ... observing a spear of summer grass."
- Walt Whitman

"Baseball is like church. Many attend, few understand."
- Leo Durocher

Calendar of Events

If you would like to meet with [Gary Tier](#) at any event he is attending, please click [here](#) to request a meeting.

CLLA
Universal City, CA
September 21, 2018
www.clla.org

NCBA
Nashville, TN
October 3 - 6, 2018
www.creditorsbar.org



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