LET’S CUT THE JUDGMENT

Helping Client Teams Connect with Respondents

Rob Volpe, CEO
WHO’S HAD THIS HAPPEN?

• Disparaging things are said about respondents in the back room before the group even starts.

• After an in-home, a respondent is discounted because of something they said or the way their home looked.

• During share-out, the extended team doesn’t believe a learning from the field and gets skeptical about the insights.

• What other situations have you run into?
IT'S JUDGMENT

• People say disparaging things about respondents in the back room before the group even starts
• Judgment gets in the way of empathy
• Judgment is powerful
• Takes real effort to overcome judgment
• We will take a look at information and tools to help you
• Let’s start by grounding on empathy
WHAT IS EMPATHY?

• Ability to see the perspective of another person, as them.
• Walk in the shoes of someone else.
“If there is any one secret of success, it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own.”

–Henry Ford
WHAT IS THE DIFFERENCE BETWEEN SYMPATHY AND EMPATHY?

Difference of a 3-letter word and a 4-letter word
Sympathy: the ability to feel *for* a person

Empathy: the ability to feel *with* a person
WE ARE IN THE MIDST OF AN EMPATHY CRISIS
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- **40% decline** in empathy among US college students starting in 2001
- Less able to see the perspective of their classmates (U of MI study)
- Due to increasing engagement with technology and social media plus not letting kids be bored which is when empathy develops with creative play
EMPATHY CRISIS IS EVERYWHERE
• Even in the workplace
• Impacts how teams work together
  ➢ Inhibits listening, comprehension and collaboration
• Impacts how teams listen to and relate to consumers
5 STEPS TO BUILDING AND APPLYING EMPATHY

1. Dismantle Judgment
2. Ask Good Questions
3. Actively Listen
4. Integrate into Understanding
5. Use Solution Imagination
2 TYPES OF JUDGMENT

1. Making a judgment
   (walk down the dark scary alley?)

2. Being judgmental
   (casting aspersion on another)
JUDGMENT SURFACES OUT OF BIAS

- Judgment is like the above water portion of an iceberg
- Below water is the rest of our bias
- Our bias rises above the surface and expresses as judgment
Being judgmental is the blindfold that gets in the way of seeing the respondent and valuing them for what they have to say.
LET’S GO BACK TO OUR EXAMPLES.
WHAT WOULD YOU DO?

People say disparaging things about respondents in the back room before the group even starts.

After an in-home the team disbelieves a respondent because they didn’t care for something in the home or that the respondent said.

During share-out the team doesn’t believe a learning from the field and gets skeptical about the insights.
HOW TO
DISMANTLE JUDGMENT

- Bring Awareness to Judgment
- Give Permission to Hit “Pause”
- Show Your Own Empathy as well as Your Own Judgment
HOW TO DISMANTLE JUDGMENT

Bring Awareness to it

• Make people feel safe from the beginning to acknowledge they have judgment – and you do too

• Use anecdotes and situations
HOW TO DISMANTLE JUDGMENT

Give Permission to Hit Pause

• We can’t completely shutdown our judgment
• There are times when people need to express their judgment in a safe way
• Give them a “pause button”
• Let them use it
HOW TO DISMANTLE JUDGMENT

Show Your Judgment and Your Empathy

• People need gentle reminders to help them dismantle their judgment

• Share a story about a time you’ve been judgmental and possibly a negative outcome?

• Use empathy – take a few minutes to tell the human side of the respondent’s story – help the team connect with the consumer by sharing what you connected with
HEADING OFF JUDGMENT AT THE PASS

Make your consumers real people in your reporting.

Use first names when referring to respondents.

Have the team talk about the anecdotes about people, the things that make them real.

Make room for quotes and words that show who they are as people, not just consumers.
EXAMPLES WE HAVE USED

- Thumbnails
- Bios
- Character Books
- Video Clips
- Empathy Activities (Bento Box)
WHAT HAS WORKED FOR YOU?
FINAL THOUGHTS

- Judgment is the leading block to building empathy
- Don’t shame, bring awareness
- Tell the stories of the respondents, let them live through you
- Foster storytelling with your team so they pick up the same great habits

Keep at It
it’s small steps in a BIG journey