





What assumptions will help you make meaningful connections? How can you apply that today?

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## THE POWER OF MINDSET



## NOTES

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# THE POWER OF EMPATHY

## The Interview

- Start with easy questions to help both of you get comfortable:
  - What brought you to the conference?
  - What are some things you are hoping to get out of the day?
  - Focus on your user, don't make assumptions
- Then ask at the extremes:
  - What's the best part of your day?
  - When is a time you've felt most in your element?
  - What drew you to the work you do? How is it different than you expected?
  - **What's the biggest challenge you face in trying to do your work?**
  - Tell me about a time you really saw the benefit of hard work
  - Listen for emotion – "love" "hate" "best" "worst" – dig deeper as appropriate
- Tips:
  - Listen to nonverbal cues, they say a lot
  - Get the person telling stories... "tell me about a time you..."
  - Try to frame questions in the "what...?" format
  - Follow up if you ask questions with yes/no or numerical answers
  - Avoid suggesting answers to your own question
  - Don't fill silence with talk, let the person think and answer
  - Don't read prepared questions

## DRAFT Point-of-View Statement

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### **Example:**

**Sara**, the active, ambitious, mid-career community leader, transplant to Minnesota, married mother of two **needs a way to find professional training opportunities for her three staff members so that they will grow in their careers, support their departmental objectives and stay longer in their jobs!**

## POINT OF VIEW STATEMENT

*The goal of the Point-of-View Statement is to define your user's assets, limitations, motivations, actions and desired goals*

### Take 1

- Who is your user? List their characteristics.
- What needs does your user have?
- To what end?

## FINAL Point-of-View Statement

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### **Example:**

**Sara**, the active, ambitious, mid-career community leader, transplant to Minnesota, married mother of two **needs a way to find professional training opportunities for her three staff members so that they will grow in their careers, support their departmental objectives and stay longer in their jobs!**

## POINT OF VIEW STATEMENT

*The goal of the Point-of-View Statement is to define your user's assets, limitations, motivations, actions and desired goals*

### Take 2

- Who is your user? List their characteristics.
- What needs does your user have?
- To what end?

## YOUR TAKEAWAYS

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## What's Next?

*Without practice and weaving the learning points you have gleaned today, no real change will happen. Best way to personalize and internalize the lessons are to teach someone else.*

- How can you use the Mindset of Discovery in your work?
- How can you use Empathy in your work?
- What is one thing you learned today that you can practice at the conference?
- Who can you teach what you learned today? How can you make sure to use what you learned going forward?