

BRAIN-BASED EMPATHIZING



In nowadays competitive business landscape, one of the key success factors that make companies thrive is the ability to deliver products or services that truly serve customer's needs. As a result, Empathy has become one of the most sought out skills in the 21st century.

*Empathy Makes
You a Better
Innovator*

*– Satya Nadella,
CEO Microsoft*

Brain-based Empathizing is a one-day intensive workshop for deep-dive learning of empathy skills. This course would **apply psychology theories and integrate them with a world's renowned innovative model, Design Thinking**. Participants would learn the skills via hands-on workshop format in order to get a better experience and start to develop empathy skills, which could be applied further in their work.

WORKSHOP CONTENT PREVIEW



- **Empathize:** Learn the importance and benefits of applying empathy in business world practices via lenses of psychology and innovation
- **Interviewer Mindset:** Get a hands-on practice, and coaching on how to become a better interviewer
- **Questions Setting:** Learn about setting good questions, as well as how to adapt them during the interview in order to get to customers' in-depth insights
- **Active Listening:** Learn one of the most important skills, Active Listening, so learners could get the most out of the interview session
- **Observation Tools:** Practice observation tools that are used by top-tier innovators in order to understand both the content and context of customer



WHO IS THIS FOR:

- Those who need to **work with customers to access their needs** for further products or services development
- Those who **seek an alternative way of customer researching method** in addition to traditional market research or focus group
- Individual who **work in an innovation-driven field that needs to solid** tool for accessing customer's insights
- **Executives who need to increase empathizing skills** to create more open communication culture and build a good work relationship

WHAT WILL YOU GET FROM THIS WORKSHOP:



- **Hands-on learning** for better understanding of tools for accessing customer's insights, and able to apply them in own work
- Skills in approaching customers, **setting good questions**, and interviewing techniques
- Ability to **turn customer's responses to insights** for reframing a good question for developing strategically innovative products or services

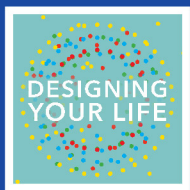
ABOUT YOUR INSTRUCTOR

Permsit Lamprasitipon, Ph.D. a counseling psychologist, and Thailand's representative and a Certified Designing Your Life Coach from the author Bill Burnett and Dave Evans. He is also a founder of Modular Consulting, a Human-Centered Design firm.



Education Background

- Psychology, BA, University of California, Los Angeles (UCLA)
- MBA with distinction, SASIN, Chulalongkorn University
- Ph.D. in Counseling Psychology with First Honor, Summa Cum Laude, Assumption University



AGENDA



9.00 – 10.00	Understanding Empathy
10.00 – 11.30	Tools for Empathizing
11.30 – 12.00	More Beautiful Questions
13.00 – 14.30	Hands-On!
14.30 – 16.00	Insights - Map and Compass
16.00 – 17.00	Observation Rules