Empathy as a soft skill to achieve success in the company

Written by Emily Capozucca, 6 June 2020

Can empathy make a profit in the company? "How are you?" "wow", "don't know" and "coffee break" are just some expressions of "Lexicon of Empathy", the research developed by the consulting company Your Business Partner and presented in the online event **She leads - Empathy is the Key,** which was attended by women managers of multinationals such as Vodafone, Siemens, RAJA, Ipsen Pharma, who described the successes achieved thanks to the soft skill of empathy.

The Study

The research aimed to map the contexts and advantages of empathy used in the company. For that, 20 top European top managers from companies active in various fields, from telecommunications to pharmaceuticals from luxury to education, were involved. **"A new style of management, - as defined by Maria Rosaria Natale, founder and CEO of Your Business Partner- able to achieve success and create value even in a crisis and emergency as the actual one. The key that they all have in common is empathy, a very important skill that can produce value and that, for this reason, we have studied in the lexicon presented".**

The Words

The *"Lexicon of Empathy"* enhances past researches based on a descriptive and theoretical approach with practice, binding the words to the context and making them easier to understand and use. Some words express acceptance, complicity, fragility and take on different meanings depending on the context. In the lexicon, the word is examined in the need that it manifests, in the sentences with which it is expressed, in the recipient to whom it is addressed (himself or his collaborators) and in its meaning.

"A lower invoice was sent to a client as a result of an error made by a member of my team who did not verify the terms of the contract correctly," - a manager said -. As I did not carry out a second check of the invoice before sending it, I informed internally that I was co-responsible for the error.

This gave me esteem and trust from my team, while the customer got an extra discount. This is the experience referred to by the word "co-responsibility".