



WET CEMENT

MAKE YOUR MARK




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10 WAYS TO BUILD A CULTURE OF CARE: PROMOTING EMPATHY IN THE WORKPLACE

1

SHOW INTEREST



Your co-workers and employees are human beings with their own goals, needs and challenges. Take an interest in who they are outside of work and get to know them as people, not just "worker bees."

Invest time to connect with them on a deeper level and you'll build long-term relationships of trust and respect.

2

UNITE THE TEAM WITH PURPOSE

Ensure that whatever the company stands for, your team stands with you. Employees can connect and make a difference both in and beyond the company if they embody its purpose every day on the job. Establish volunteer outings, explore creative ideas that promote company values and advance the mission together so the team belongs to something bigger than themselves.

3

LISTEN REFLEXIVELY

Listening demonstrates support. Reflexive listening is even more valuable. Let your colleagues talk freely and vent. Restate their concerns to validate how they feel.

Ask questions that answer who/what/where/why/when so they can problem solve with your insightful guidance. Then dig deeper with them to arrive at a solution.

4

INCLUDE, DON'T EXCLUDE

Research reveals that diverse, inclusive cultures are more productive and innovative. Their employees are also more loyal, satisfied and engaged. Accept people as they are and look for ways to foster inclusivity--as you hire, as you promote, as you communicate with your team and establish new benefits/policies. When everyone feels valued and taken care of, they, in turn, will value, and care more about, each other.

5

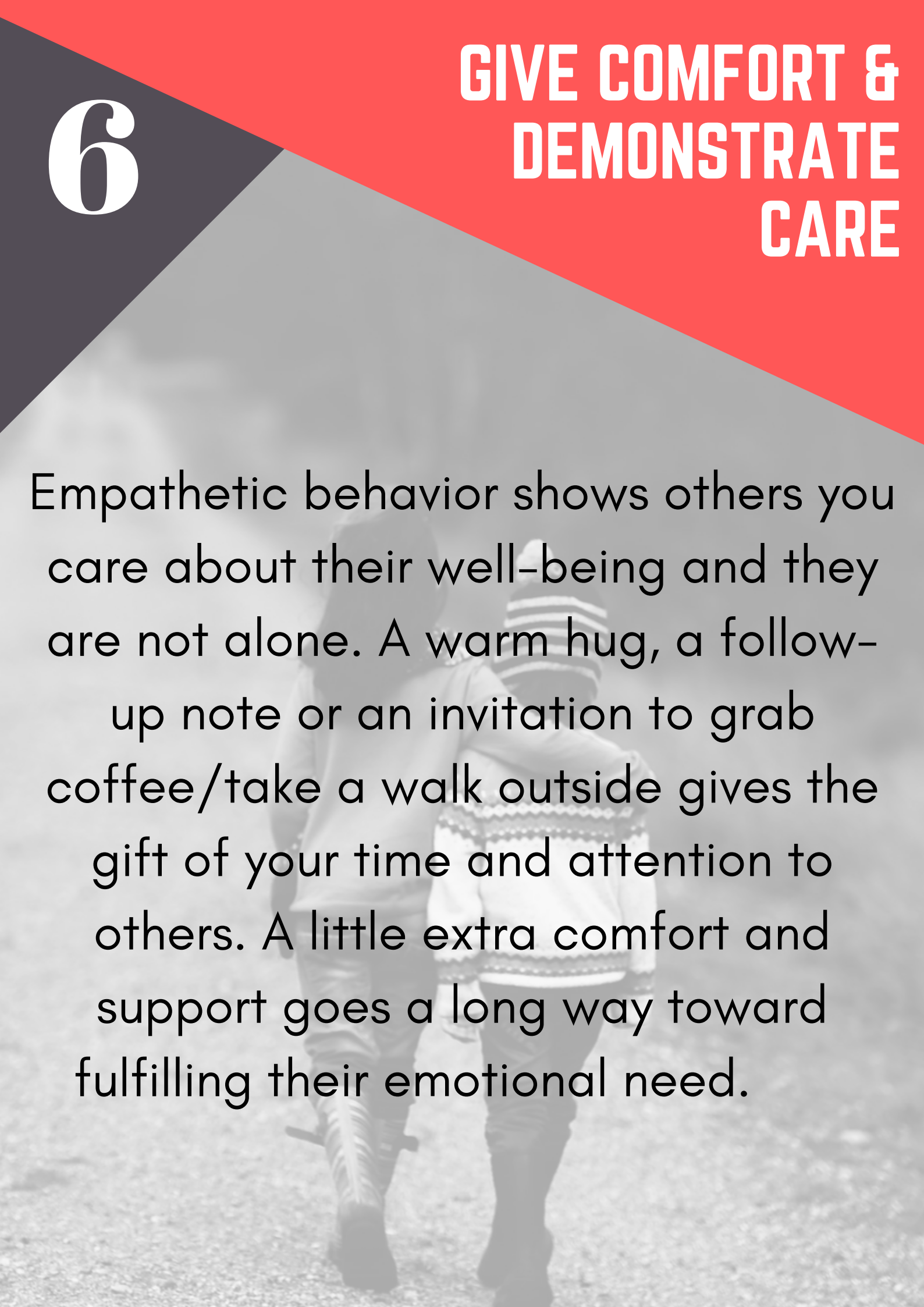
COACH OTHERS WHO NEED SUPPORT

We've all faced struggles both personally and professionally. If you see a co-worker or direct report who needs help, step in to coach him/her through the challenge. Help him/her assess scenarios and create an action plan to overcome the issue. Recent research indicates that giving people advice helps boost your own confidence too, so consider how a mentor role can be mutually beneficial in the long term.

6

GIVE COMFORT & DEMONSTRATE CARE

Empathetic behavior shows others you care about their well-being and they are not alone. A warm hug, a follow-up note or an invitation to grab coffee/take a walk outside gives the gift of your time and attention to others. A little extra comfort and support goes a long way toward fulfilling their emotional need.



7

ADOPT A SELFLESS VS SELFISH PERSPECTIVE

When you think beyond yourself, you are naturally more sensitive to the needs and feelings of others. You are hardwired to give back vs get more, and that selfless perspective makes it easier to identify with your co-workers or employees and relate to their challenges. You are driven to help, so others can overcome and succeed. As a result, you are a better leader (and a better friend).

8

DEVELOP A MINDFULNESS PLAN

Being present and getting more in touch with yourself makes it easier to be available for others when they need you most. Set aside 10 minutes a day to be more "mindful"—whether it's through meditation/focused breathing, an app like Headspace or a book like *Positive Intelligence*, all of these tools can help center your core so you can maintain clarity and focus throughout the day.

9

BE TRUTHFUL & TRANSPARENT

Always. Without exception. You may have to engage in difficult conversations, but it will build long term trust. When you are authentic and up front, others know you don't have a hidden agenda and they can count on your honest leadership.

10

EXTEND GRATITUDE

Publicly recognizing others for their achievements and personally extending a heartfelt thanks says that individual contributions have value to the entire organization. Employees are more willing to go above and beyond when they know their work is appreciated.

**NEED EXPERT HELP
BUILDING A CULTURE OF CARE?**



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