## When you have stakeholder empathy, what does it look like?

Connection

You can get beyond what is on the surface to the real keys for success

TRUST

Mike - getting out of your own head seeing the world through their eyes

you can elaborate on their concerns You actively listen to your client team engagement/collobor ation in the changing environment

Ability to put themselves into their shoes

and make it easy for them to participate in the project Stakeholders are more understanding when things go wrong

understanding what their motivations are Prepared and calm stakeholders

you can articulate to them comparisons between their various problems - e.g. this sounds like it might be the same type of problem as X you told me about yesterday

## Lack of stakeholder empathy looks like:

Stakeholders disengage

high resistance

No interest

Making assumptions

someone who thinks they know better but they really don't Resistant to the changes, even if the change is not much

being convinced you 'know' what they are thinking making false assumptions

Stakeholders may not share vital requirements if they become unsure of environment

**Distrust** 

Not being able to repeat in your own words what the stakeholders communicated to you

Excluding stakeholders that should be included.

disgruntled users You decide what the requirements are

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Lack of stakeholder empathy looks like: