

# Empathy in Business

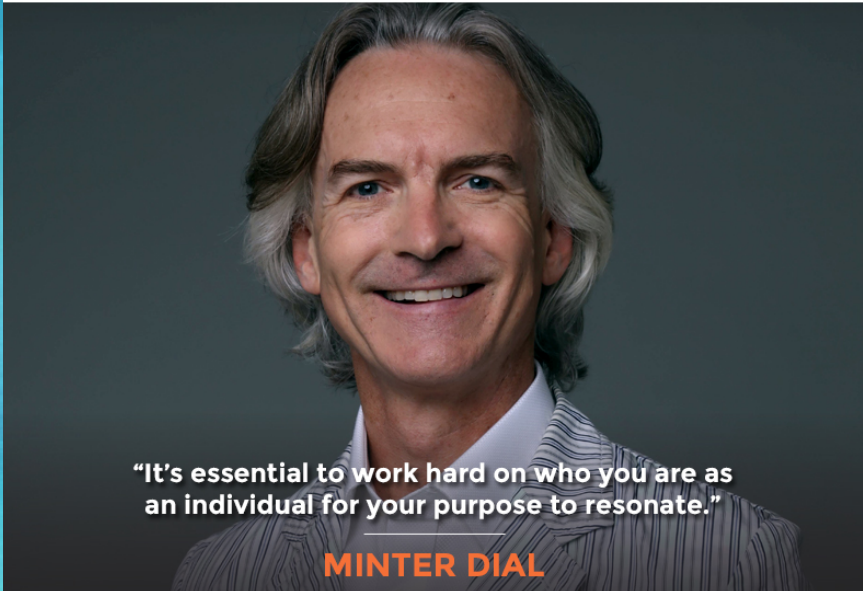
## 10 Point Checklist

### Minter Dial

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"It's essential to work hard on who you are as  
an individual for your purpose to resonate."

**MINTER DIAL**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Develop empathy. I can better lead my employees and understand my customers' needs when I can perceive their experiences.
- Treat employees the way I treat customers. Having an empathetic company culture strengthens and improves the team's customer service.
- Always be authentic and stay true to my intentions. People will trust me more when they feel I'm genuine.
- Have the right kind of attitude and mindset about how I approach work. It's important to set boundaries and limitations while I remain grateful for the opportunities that come my way.
- Help employees understand their contribution to the company. By letting them know their purpose, they become more inspired and motivated to become the best version of themselves.
- Build and nourish professional relationships within the team. I can establish strong bonds when I communicate, teach, and work through challenges with my people.
- Make time for fun. Find an activity that everyone enjoys to allow time to take ourselves less seriously.
- Utilize storytelling to connect better with others. Personal stories that invoke lessons, humor, and newfound insight have the ability to inspire and uplift others.
- Don't be afraid of being vulnerable. By showing I am human, people get to be more in touch with me as a person.
- Visit Minter Dial's [website](#), read his blog, and listen to his [podcast](#) to learn more about Empathy. You can also watch [The Last Ring Home](#) or [read it](#) for more wisdom about understanding others.