

THE POWER OF BUSINESS EMPATHY IN LEARNING & DEVELOPMENT STRATEGY



PHILIPPINE SOCIETY FOR
TRAINING & DEVELOPMENT
FOUNDATION, INC.
Inspired. Equipped. Empowered.

WHEN YOU NEED TO BE SURE





How important is a good Learning & Development Strategy nowadays



What role will Business Empathy play in all this



Some tips in increasing business empathy



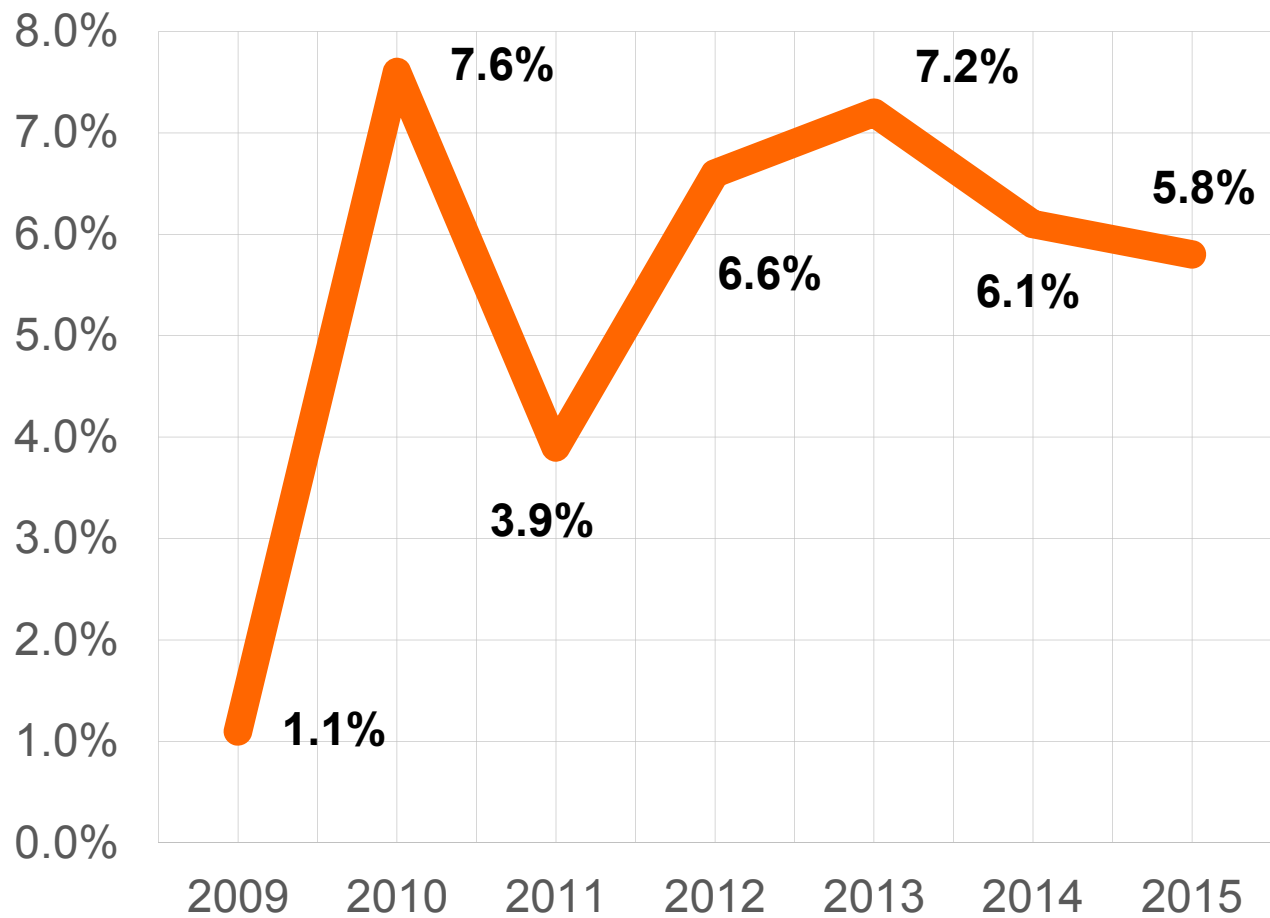
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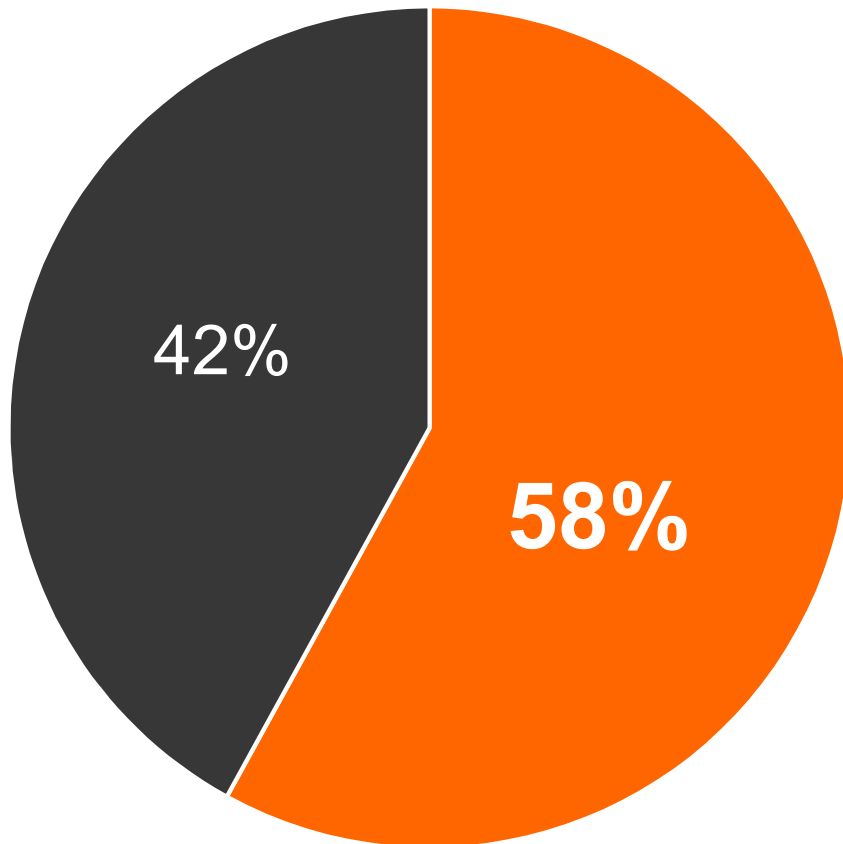


Some tips in increasing business empathy



Philippine GDP Growth

Booming Economy



The **Service Sector** is now **58%** of the Philippine Economy

(ADB Economics Working Paper Series 366. Raja Mitra)

Booming Economy



Consumer Expenditure is increasing by 8% YoY

Source: Philippine Statistics Authority

Passenger car purchase is up by 26%

Source: Chamber of Automotive Manufacturer of the PH



Poverty rate decreased by 5%

Source: Philippine Statistics Authority

Booming Economy



Overseas Foreign Workers Remittances

is growing by 5.7% YoY

Source: Bangko Sentral ng Pilipinas



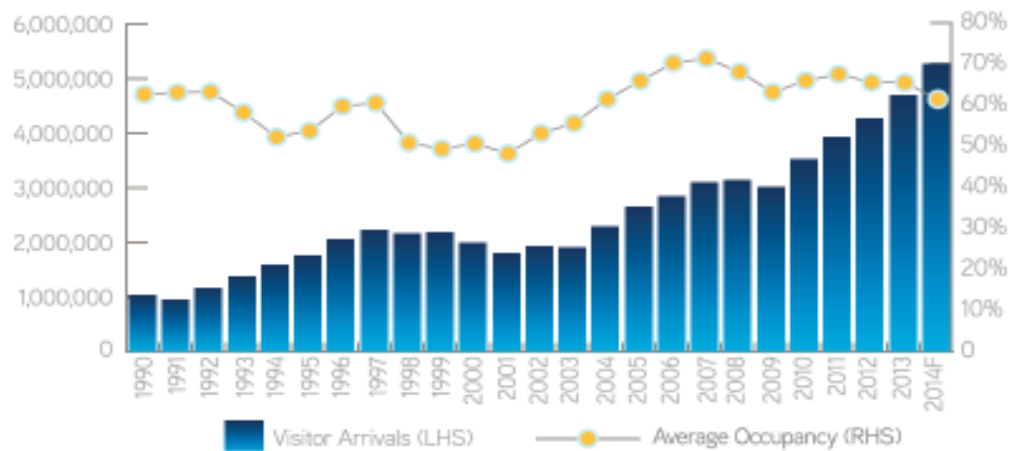
Motorcycle Demand is growing at an average of 8% YoY

Source: Center of Research and Communication (CRC), 2013

Booming Economy



Visitor Arrivals



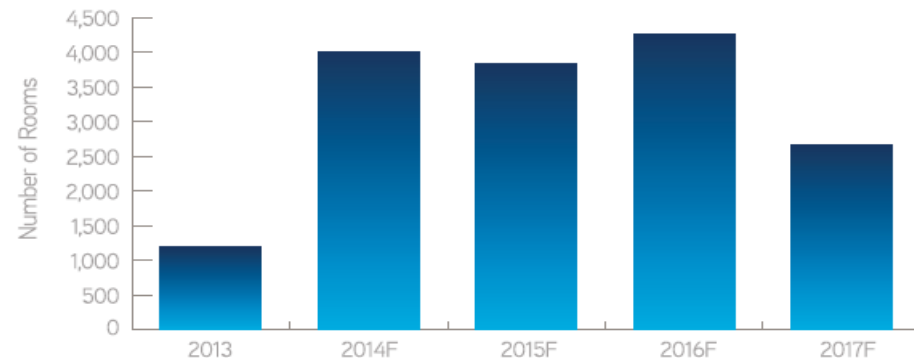
Growing Influx of Tourists – 2014 ended at 4.83M

Source: Colliers International Philippines Research, DOT

3,700 New Rooms Annually.
Average Number of Rooms forecasted to be delivered in Metro Manila

Source: Colliers International Phils. Research

Forecast on New Hotel Room Supply



Source: Colliers International Philippines Research

Booming Economy



**PRIVATE AND PUBLIC
INFRASTRUCTURE HAVE
GROWN BY 300%**

Construction of new shopping malls **tripled** in the past three years in terms of square area and **quadrupled** in terms of value of construction projects

(National Statistics Office, 2013)

Digital Age



Top 5 Activities

Social Networking (82%)

Web Search (80%)

Instant Messaging (69%)

Internet Portal (67%)

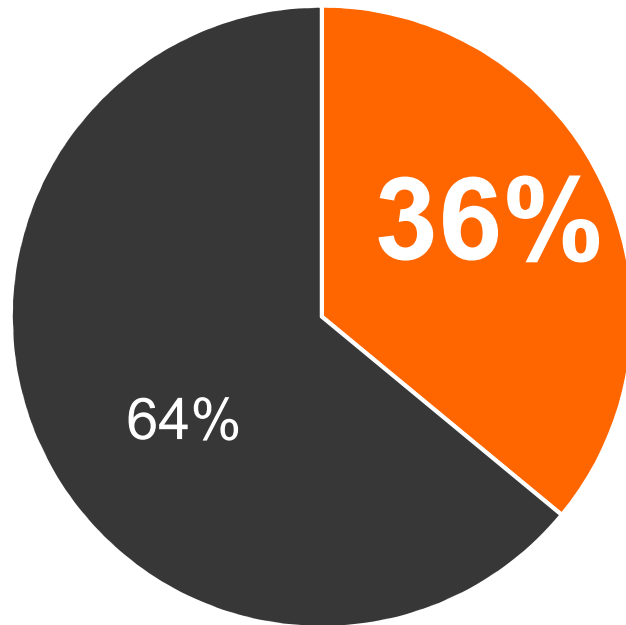
Public Chat Rooms (65%)

5th

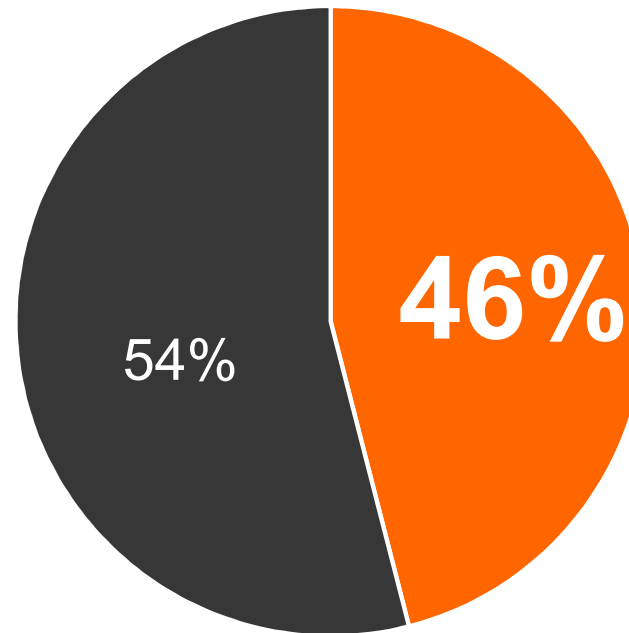


5th Largest
in numbers
of Facebook
Users

Millennials in the Workforce



■ Millennials in the Workforce by **2014**



■ Millennials in the Workforce by **2020**

Millennials in the Workforce



Techno Saturated

- Participates in Peer Reviews
- Conducts Internet Research
- Relies on Technology to connect globally

Value and Social Conscious

- Brand over Non brand
- Quality over Price
- Luxury Items seen as Investment more than for Status

Likes Real and Genuine

- Appreciate Experiences
- Sees right through Marketing and Sales Techniques

Tearing Down of Global Borders



5-MINUTE INFERENCE

- We will divide the room into two (2) small groups
- Write three main business needs that you were able to infer from the macro-environment presentation. Needs worth of strong Learning and Development Intervention
- 1 need 1 post it
- After writing, per group please gather all the post its and start counting the most number of responses.
- Then we will process from there

Business Environment in the Philippines



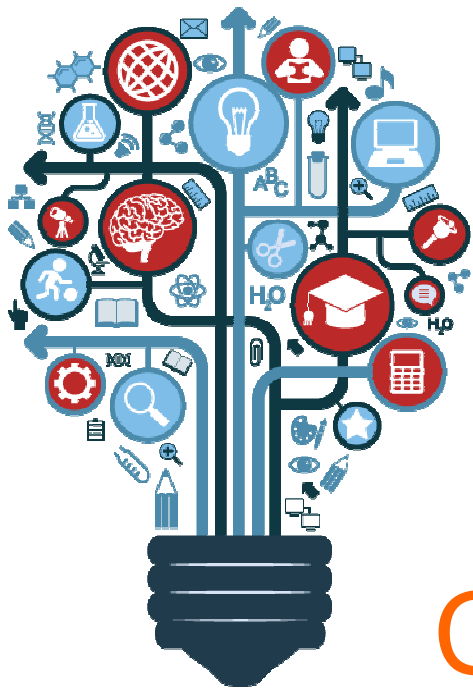


WHAT SETS YOU APART?



How important is a good Learning & Development Strategy nowadays

Very!



“An organization’s ability to
LEARN, and translate that
learning into **ACTION** rapidly
is the ultimate
COMPETITIVE ADVANTAGE”

- Jack Welch, former General Electric CEO



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What is Empathy?



EMOTIONAL
INTELLIGENCE

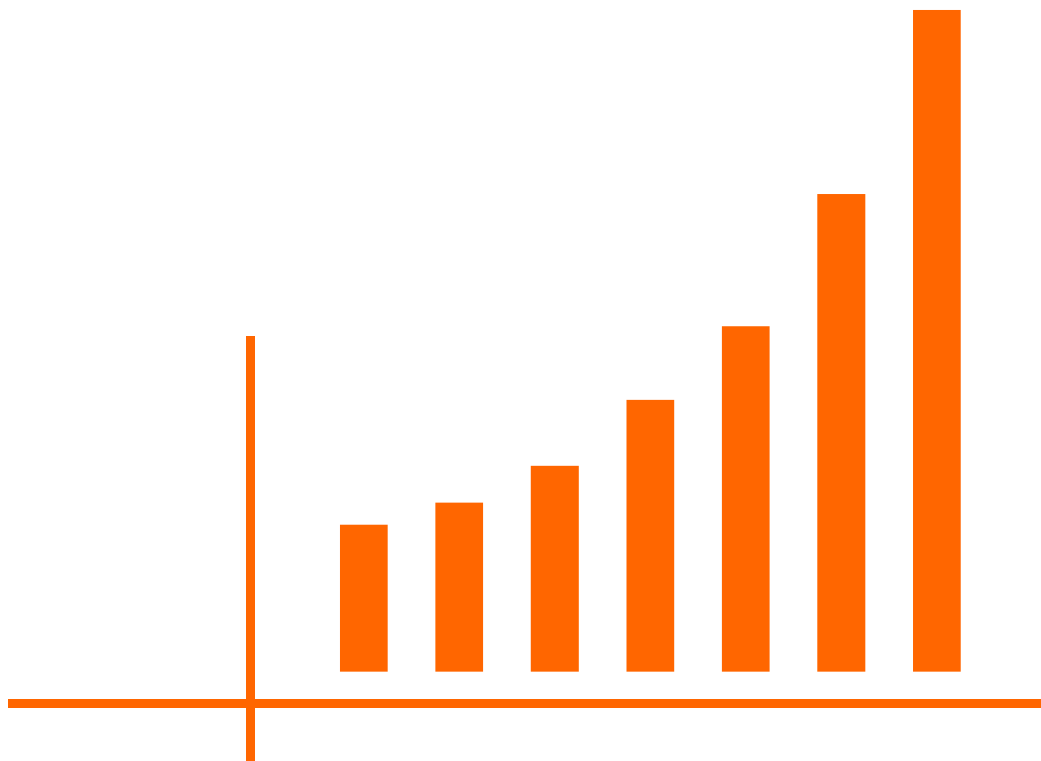
CULTURAL
COMPETENCE

- It is a deep emotional intelligence that is closely connected to cultural competence. Empathy enables those who possess it to see the world through others' eyes and understand their unique perspectives.

Source:

<https://hbr.org/2015/09/empathy-is-still-lacking-in-the-leaders-who-need-it-most>

Global Empathy Index 2015



The top 10 companies in the Global Empathy Index 2015 increased in value more than twice as much as the bottom 10 and generated 50% more earnings

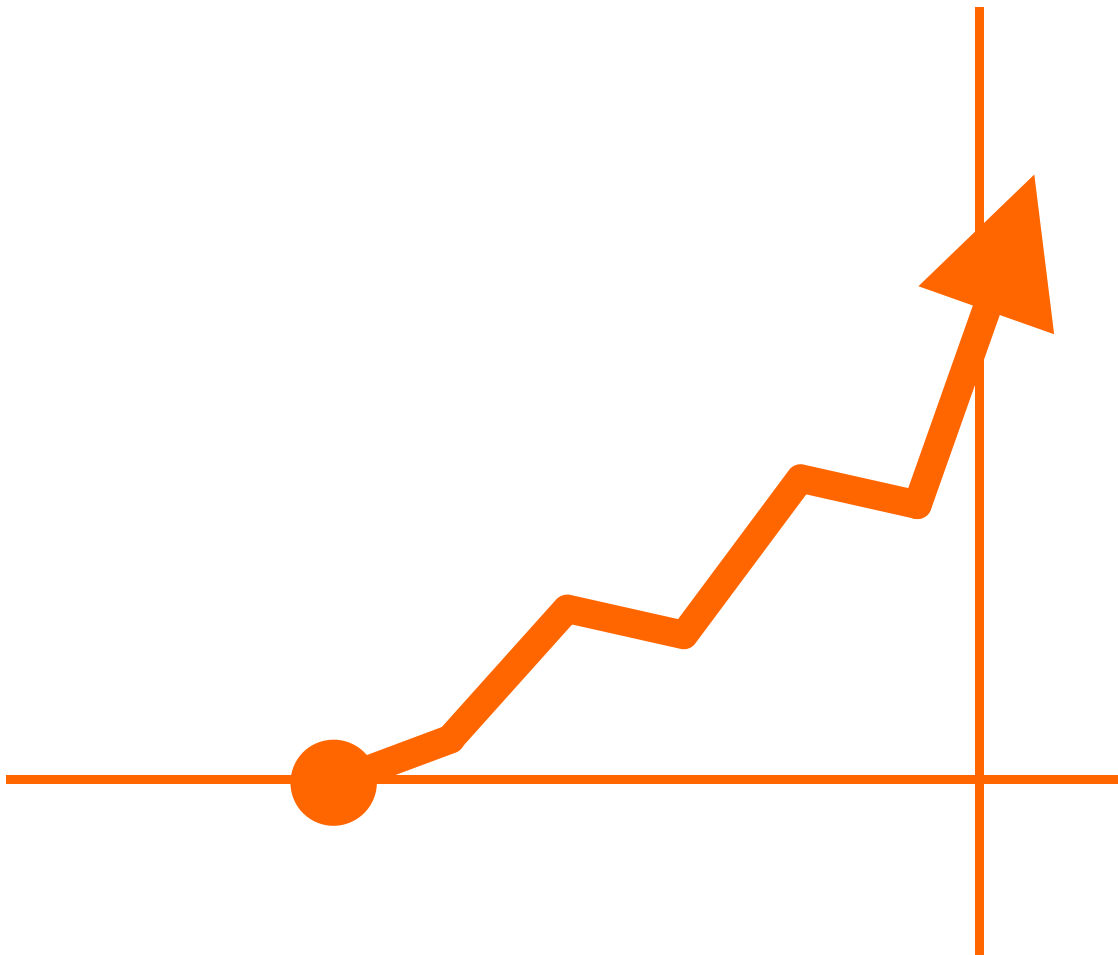
<https://hbr.org/2015/11/2015-empathy-index>

Global Empathy Index 2015



Average earnings among the top 10 were up 6% this year, while the average earnings of the bottom 10 dropped 9%

<https://hbr.org/2015/11/2015-empathy-index>



Empathetic Companies



The Most (and Least) Empathetic Companies, 2015

An index based on an analysis of the internal culture, CEO performance, ethics, and social media presence of 160 companies on major financial indexes. One note: We rounded the scores to two decimal points. The three sets of companies that appear tied actually scored slightly differently.

<https://hbr.org/2015/11/2015-empathy-index>

Empathetic Companies



The Most (and Least) Empathetic Companies

decimal points. The three sets of companies that appear tied actually score

Rank	Company	Sector	Score
1	Microsoft	Technology	100.00
2	Facebook	Technology	93.21
3	Tesla Motor	Automotive	87.68
4	Alphabet (Google)	Technology	87.32
5	Procter & Gamble	Consumer Goods	78.14
6	Apple	Technology	77.88
7	Johnson & Johnson	Biotech & Pharma	77.84
8	Walt Disney	Media	76.90
9	Prudential Financial	Finance	76.70
10	Audi	Automotive	76.60
11	Cisco Systems	Communication	75.49

What does empathy bring to the table?



Communication
Lubricant

Collaboration
Enabler

Credibility
Builder



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Tips in increasing business empathy



1. Build or Buy your HR MBA
2. Immersion Programs
3. Culture Building Projects with Focus on Empathy
4. Breed Strategic Learning Partners in Operations
5. Leverage on your communication tools





Ask a Question

Thank you!