

The Empathetic PM



Wait, what?

“The Empathetic PM”

By being more **EMPATHETIC** as a **PM**, using simple techniques, you **WILL** be more **SUCCESSFUL** with your projects.

Team members and customers will respect and value you and your work more.



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projekt202

Envision a better world.

projekt202 uses empathy as the core ingredient to help our customers to better communicate, innovate, build and deliver solutions.

1000+ projects delivered.

Revealing Reality

We observe your users in their "habitats," whether that's an o home, or a shopping mall. We have a proven methodology that uncovers what drives your users, so we can create innovation that fits their lives.





What is Empathy?

Empathy is the capacity to understand or feel what another person is experiencing from within the other person's frame of reference, i.e., the capacity to place oneself in another's position.

Being able to walk in someone's shoes.

It's not about you.

Manhattan

Mint Julep

Coconut cocktail

Sex on the beach

I empathize with
your situation right now.

Mojito

I know that you probably had to get up early.

Mojito strawberry

I know your intake capabilities for today are probably maxed out. (cognitive load)

I know you had a long day and are ready for a drink.

I am also fully aware that I am the reason for you not having that drink yet.

Kir Royale

Because I walked in your shoes.

Bloody mary

Mimosa

Mai Tai

one more time!

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4 Simple Empathy Skills



**What is a PM's Dream?
Aiming for the Perfect Outcome!**

What makes a PM Successful?

Manage Expectations

Build Relationships

Communicate Well

Be Passionate

MAKE

things

Stakeholder Expectations

depend

A wide-angle photograph of a long, straight asphalt road stretching into the distance. The road is flanked by rows of trees with golden-yellow autumn foliage. On either side of the trees are rows of vineyards. The sky is a clear, pale blue. A dark grey horizontal bar is overlaid on the left side of the image, containing the text "Flawed Expectations!".

Flawed Expectations!

A photograph of a winding asphalt road through a dense forest. The road curves through the trees, with double yellow lines in the center and white lines on the edges. The trees are mostly green, with some showing early autumn colors. The word "Reality" is written in white, sans-serif font on a semi-transparent dark rectangular background in the upper right quadrant of the image.

Reality

Herding Dangerous Cats



Using Empathy to Manage Expectations

Be Curious

Talk to the stakeholders and team members ideally in a 1:1 setup.

Understand the context of the situation that they are in.

What is the underlying motivation or core need we are addressing.

Being Curious will set the foundation for a strong relationship.

Remember! This is about them not you.

Relationships





Relationships are People

Time & Trust

100% Success with Strong Relationships

Using Empathy to build Lasting Relationships

Be Personal

Get to know your team members and internal or external customers.

Understand your teams working style and makeshift.

Find out what team members aspire to.

Understand motivations and anxieties.

Identify the communication needs of each member and stakeholder.

Smile!

Communication



A professional meeting in a conference room. In the foreground, a woman with long blonde hair, wearing a black blazer over a white shirt, sits at a wooden table, resting her chin on her hand and looking thoughtfully towards the left. To her left, a man in a dark suit and glasses is seated at the table, looking down at papers. In the background, another woman in a grey blazer stands near a table, and another woman in a black blazer with a green top is seated, looking towards the man. The room has large windows on the left, letting in bright light. The overall atmosphere is professional and focused.

People are not People

Context Matters

Using Empathy to Communicate Better

Be a Listener

Pay attention to how people respond in meetings or at work.

Observe how team members communicate to their peers.

Truly listen to what they have to say and how they say it.

to better communicate....

Don't force one communication style onto a whole team.

Adjust your communication based on personality and context.

Mention the core underlying need you are addressing often!

A man in a dark suit, white shirt, and dark tie stands in a high-rise office window, celebrating with his arms raised and fists clenched. The background shows a dense cityscape with many skyscrapers under a bright sky. A semi-transparent dark banner is overlaid on the left side of the image, containing the word "Passion" in white text.

Passion



Doing the right Thing

Passion

A group of business professionals in a meeting, looking at a computer screen. The image is overlaid with a semi-transparent dark grey rectangle containing white text.

Using Empathy to be more Passionate

Be Caring

Be interested in the outcome of every aspect of delivery.

Defend the integrity of the team and stand up for it.

Help to articulate successes not just challenges.

Try to walk in everyone's shoes.



4 Simple Empathy Skills

Be Curious

Be Personal

Be a Listener

Be Caring

In Summary

By being more **EMPATHETIC** as a **PM**, using simple techniques, you **WILL** be more **SUCCESSFUL** with your projects.

You will manage expectations well.

You will build lasting relationship.

You will communicate better.

You will be liked and perceived as passionate.



Exhibit A

Brand new Customer
Unrealistic Expectations
Difficult to Work with

first project result:
meh!

reason:
Lack of Empathy

Second Project

We were more Curious
We were more Personal
We Listened carefully
We deeply Cared for the Solution
and
We smiled a lot.

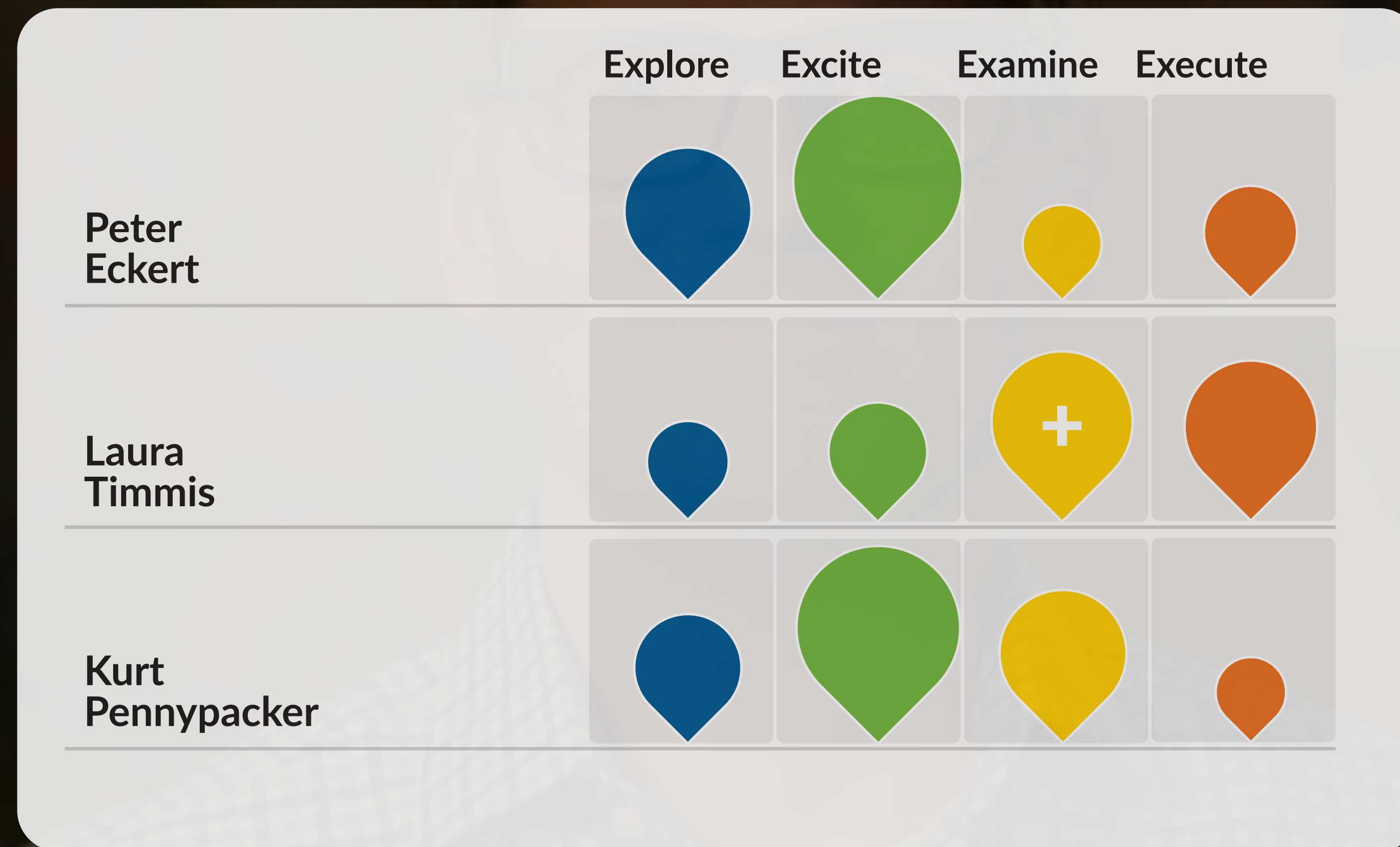
But we also went a little further than usual.



Main Challenge

Understanding the
working and communication styles
of the whole team.

Core Team Energy Map



Results:

Clear Expectations
Crisp Communication
High Quality Delivered
Delivered on Time & Budget
Happy Customer
Happy Team

Manhattan



Mint Julep



Coconut cocktail



Sex on the beach



Almost There!

Mojito

Martini

Margarita

Mojito strawberry



Q&A



Kir Royale

Bloody mary

Mimosa

Mai Tai