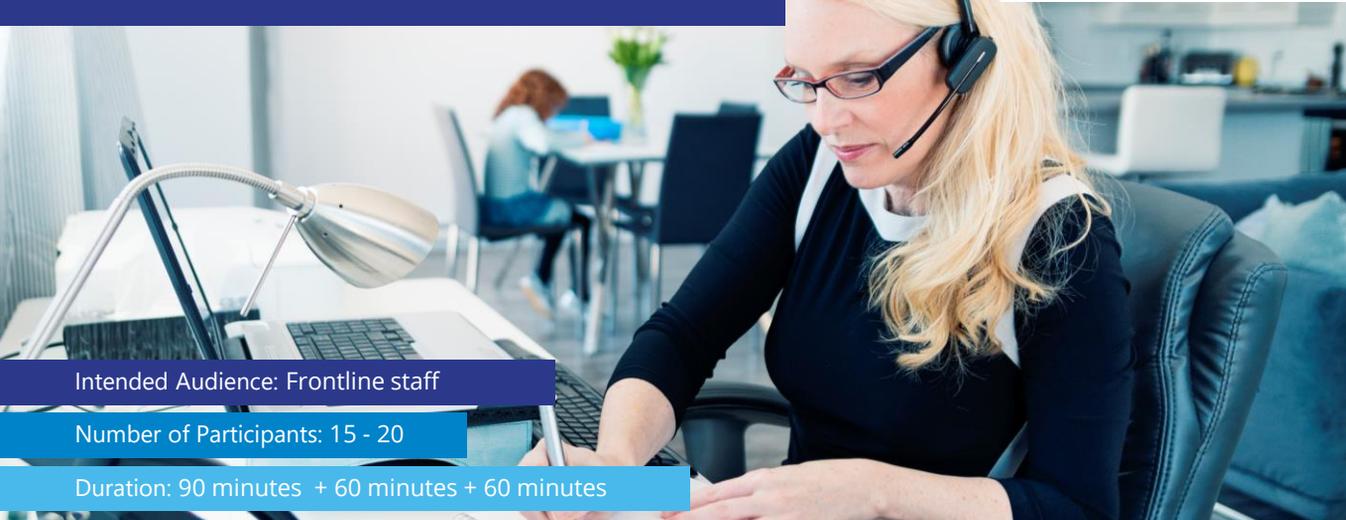


# Empathy and Resilience Seminar Series



Intended Audience: Frontline staff

Number of Participants: 15 - 20

Duration: 90 minutes + 60 minutes + 60 minutes

In an era where your customers are more likely to be vulnerable than ever before, the risk of burnout for those on the front line of customer service is high. We want to provide them with some practical guidance on how to respond to customer interactions with compassion *without* compromising their own wellbeing.

**AIM:** Help consultants to interact with customers using a controlled empathetic response.

## Rationale

LGPro are keen to support its members with topical and practical training and support. With the current situation as it stands – restricted travel and social distancing requirements – LGPro have asked CSBA to prepare a seminar series designed to be delivered virtually, via video conference.

Targeted squarely at local government staff, CSBA is offering a flexible series of workshops aimed at boosting your team's ability to support customers in the age of COVID-19, while still focusing on self-care and their own wellbeing.

## Learning activities

- Short pre-work self-reflection activities
- Individual reflection and sharing
- Interactive group activities (break-out groups)
- Applied practicing of skills and techniques using real-world scenarios

## Flexible course structure

The course is designed to be delivered over three modules. The first module aims to offer an information seminar for all customer-facing staff, affording participants a broad understanding of how to better handle conversations with vulnerable customers and how to avoid 'empathy burnout' with some key resilience strategies.

Participants then extend their learning with workshops designed to further enhance their skills in understanding customers through empathy profiling, and remaining resilient during challenging times.

**Module 1:** Empathy and resilience on the front line

Friday 6<sup>th</sup> Nov, 10am – 11:30am

**Module 2:** Empathy profiling

Friday 13<sup>th</sup> Nov, 10am – 11am

**Module 3:** Personal resilience and stress management

Friday 20<sup>th</sup> Nov, 10am – 11am

## BENEFITS

- You will have a team who are empowered to respond to customer interactions with compassion *without* compromising their own wellbeing.
- Arming your staff with skills to manage 'empathy burnout' will only help them to serve your customers better
- Helping your team to manage stress and become more resilient will have a positive influence on morale, and help to drive down staff turnover and absenteeism

## MODULE 1

# Empathy and resilience on the front line

Duration: 90 minutes

### Learning Outcomes

By the end of the workshop participants will:

- Have a better understanding of how to remain responsive to personal circumstance – How to 'do' empathy, day in and day out.
- Be able to manage stress more effectively – Developing resilience
- Be able to *identify* their own emotional 'triggers' in order to better manage themselves and their customers
- Be better able to manage customer interactions with a consultative resolution focus based on facts not assumptions

### Course Content

- Using the right language (including non-verbal language) to show you care – but *without* sounding patronising!
- Empathising with words – make it don't fake it!
- Making informed resolutions *without* making assumptions – the art of asking for what you *really* need to know.
- Empathy vs. Sympathy – how to recognise the difference and why customer service consultants must focus on being *empathetic*
- Understanding the physiological effects of stressful conversations
- Understanding the domains of resilience

## MODULE 2

# Know your customers: Empathy profiling

Duration: 60 minutes

### Learning Outcomes

By the end of the workshop participants will:

- Have tools to help them identify vulnerable customers in their work environment
- Be able to better respond to customers with empathy and action
- Be aware of how to question customers with empathy

### Course Content

- The rise and rise of vulnerability – how to recognising it in your customers
- Empathy profiling – use customer personas to better understand what customers think, feel, and say
- Put customers at ease and understand their needs through Empathetic questioning

## MODULE 3

# Personal resilience and stress management

Duration: 60 minutes

### Learning Outcomes

By the end of the workshop participants will:

- Be able to nurture the development of their own growth mindset
- Be able to recognise and manage stress and uncertainty more effectively
- Be able to *manage* their own emotional 'triggers' in order to better manage themselves and their customers
- Be equipped with practical skills to help them handle the *consequences* of dealing with challenging customer interactions

### Course Content

- Fixed vs. Growth Mindset
- Finding your 'Think Traps'
- Dealing with ambiguity – understand your own approach to uncertainty
- Reflect on your 'Stress Triggers'
- Self control
  - Self preservation (needs vs wants)
  - Self assertion (assertiveness)
  - Self fulfilment (resilience)
- Applying the domains of resilience to how you work

Register at the  
LGPro website



LGPro Members

**\$260**  
incl GST

Non-members

**\$360**  
incl GST



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