

Action Guide

TEI 312: Are you using empathy correctly as a product manager?

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Application Questions

1. Describe a time when empathy has made a difference in your life (either empathy from you to someone else or from someone else to you).
2. What challenges do you face when trying to have empathy?
3. How would having more empathy help you better understand your customers and the problems your products can solve for them?



Actions to Take

What to Do Now

- Start the five steps to empathy by looking for situations where you pass judgement on others. Begin dismantling that judgement.
- Today, ask three good questions (exploratory, open). Actively listen to the answers.

What to Do Soon

- Once you have worked on dismantling judgement, begin making room for other people's perspectives.
- Put yourself in your customers' shoes. Do what you can to experience what a day is like for them in the context of your product.