



IGNITE**360**

Inspiring Stakeholders to Take Action:

Leveraging Storytelling and
Empathy to Drive Results

Rob Volpe, CEO / Empathy Activist

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Today's Presentation

The Angry Mob

Role of Empathy and Storytelling in Research

Tips to Inspire Action

Q&A



HELLO!

I'm Rob Volpe

CEO

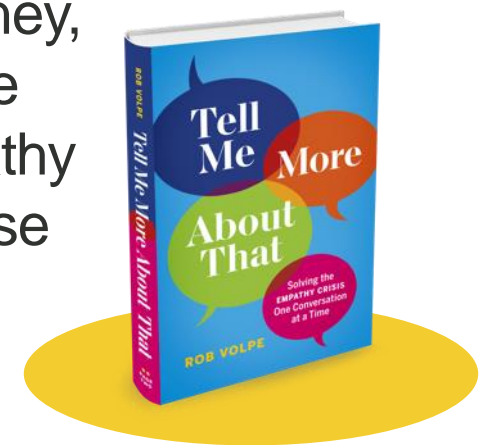
CHIEF CATALYST

EMPATHY ACTIVIST

IGNITE 360

Lifelong practitioner of empathy

Through my personal life journey, and our work at Ignite 360, I've identified the 5 Steps to Empathy and now coach and teach those steps to clients, colleagues, students and people around the world



3

Key areas of problem solving

- ✓ Innovation
- ✓ Shopper
- ✓ Branding and Communication

2

Foundational Pillars

- ✓ Empathy
- ✓ Strategic Thinking

1

Signature Difference

- ✓ Dynamic Storytelling

LIFT OFF

The one big idea to move your world



Just launched...



**THE IGNITION
ENGINE**

Training for Impact

Dynamic Storytelling
Empathy Application
Insights Programs



Clients who repeatedly trust us with their mission

KraftHeinz



Cargill



ROKU



WARNER BROS.
HOME ENTERTAINMENT



scJohnson
A family company
at work for a better world

ECOLAB

CapitalOne



amazon

Kimberly-Clark

Intermountain
Healthcare

L'ORÉAL




KOHL'S

Hazelden Betty Ford
Foundation



The Container Store

UNITED 

A woman with dark, curly hair is shown in profile, looking towards the left. She is wearing a dark top and a small earring. The background is a blurred office setting with several other people sitting at desks, suggesting a meeting or training session. The overall lighting is soft and professional.

Filled with understanding,
insights and a
beautiful PowerPoint ...

we socialize the learning and the
recommended path forward

**And Then
We Run into
Obstacles**



- **Inertia**
- **Disbelief**
- **Too busy**



A woman in a blue blazer is shown in profile, looking upwards and to the right with a thoughtful expression. Her right hand is pressed against her forehead, and she holds a pen. In the background, a man with glasses and a beard is looking at a laptop, and another woman is partially visible. The scene is set in an office environment.

How Do You Navigate the Naysayers?



EMPATHY
STORYTELLIN
G

Insights Professionals are the Empathy Activists of their Organization

Campaigning to bring understanding of a population – the consumer/customer – to the organization to inform business decisions



Empathy is Fundamental to Research

- **Insights** are about understanding human behavior and beliefs
- **Qualitative** is driven by empathy at its core – listening, finding the ‘why’
- **Quantitative** requires cognitive empathy to derive meaning from data – to provide context



Empathy Empowers the Skills We Need to Be the People We Are

EMPATHY

COMMUNICATION

COLLABORATION

PROBLEM-SOLVING

PERSUASION

DECISION-MAKING

IDEATION

TRUST

FORGIVENESS

COMPASSION

LEADER

MANAGER

TEAM MEMBER

INDIVIDUAL CONTRIBUTOR

VOLUNTEER

FRIEND

PARTNER

PARENT

NEIGHBOR

FAMILY MEMBER



Start by Understanding the 5 Steps to Empathy

1. Dismantle Judgment
2. Ask Good Questions
3. Actively Listen
4. Integrate into Understanding
5. Use Solution Imagination

Determine what's getting in your audience's way
and set out to overcome the barriers...

Helping Others Overcome their Barriers

Dismantling Judgment

- Biggest barrier for most people
- Bias, stereotypes, past experiences
- Consider judgment that's come up

Solve: Be aware of where the judgment comes from, use story and data to change minds

Ask Good Questions

- Explore when able
- Open questions that avoid leading

Solve: Model good questioning in the research and in discussion with decision makers

Active Listening

- Not being present
- Too many distractions
- Skews male (stereotypically)

Solve: Set up phone free meeting zone, laptops closed, engage with multimedia to keep their attention. And ask them questions!

Integrate into Understanding

- Conflicting points of view
- Judgment comes back into play

Solve: Help others integrate by recognizing your own challenge; provide analogies; use story of one with nuance and depth

Use Solution Imagination

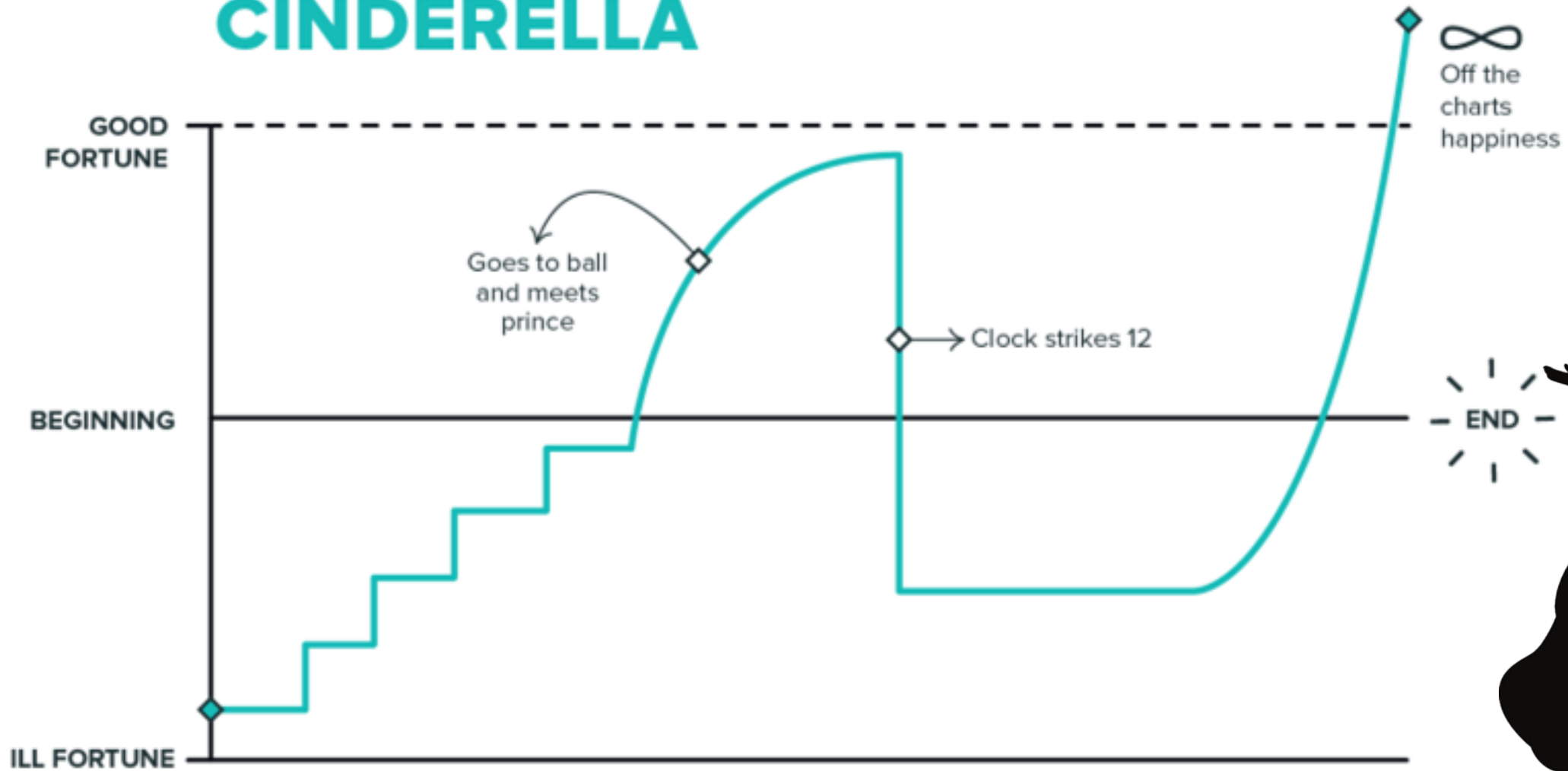
- Stepping into the shoes of others
- Requires empathetic language
- Moves into application of empathy

Solve: Check for empathetic language reflected back by stakeholders. Are they there? If so, you can move forward



STORYTELLIN G

CINDERELLA



END



3 BUSINESS STORY ARCS THAT WORK!



TRANSFORMATION



HERO'S QUEST



LINEAR JOURNEY

FAVORITE FRAMEWORKS



Metaphor or
analogy



Rule of 3

The Strength of the Story of One



Use The Story of One to Persuade



People need a combination of head (data) and heart (story) to have conviction behind what they know to be true.



25 people in Mississippi died in the EF4 tornado last Friday night



Let me tell you about Damien Harris. His mom called him late Friday afternoon and told him not to drive the two hours home because the weather was supposed to be bad. When he called later that evening, she didn't answer the phone. He drove back and found his mom, beloved by neighbors and described as "the life of the party", had died after being tossed from her mobile home by the tornado.



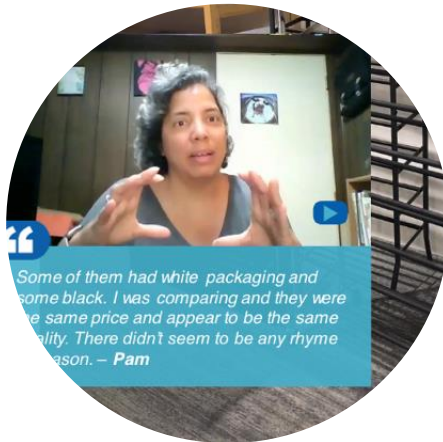
Find Your One(s) that Resonate

Who are the Ones that the team talks about after fielding?

- Distill to have the most impact
- What is the key message to convey?
- What are the biographic details that make them relatable?

**Marry your story of one with the data of many to
create conviction**

Build conviction by letting their “voices” be heard



**Use
Quotes**



**Video
Clips**



**Anonymize to
Protect Privacy**

Change the Narrative

Executive Summary

Our healthcare journey is mostly **controlled by others and often not focused on us**

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Healthcare is a maze with roadblocks, dead ends and repetitive actions

Our healthcare journey is wrought with uncertainty, frustration and unfavorable past experiences

- We don't know what to expect yet also expect it to be frustrating
- We don't know where we are in the process
- We are unclear what we need to do next

“ I'm not a patient soul, sitting and waiting, but in healthcare you don't have an option, that's kind of a self-imposed expectation. It's like when you go to renew a driver's license, you expect that to be a run around. – Paul, 54, Heavy, Dependents, Insured

There's so much uncertainty and complexity to move ahead in a journey and a feeling of dread with making that first call or step due to past unfavorable experiences.

♥ **OPPORTUNITY:** We not only need a



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Make It an Experience



Character Books



Play Lifeology or Speed Dating



Bento Boxes



Remain On Message and Be Consistent



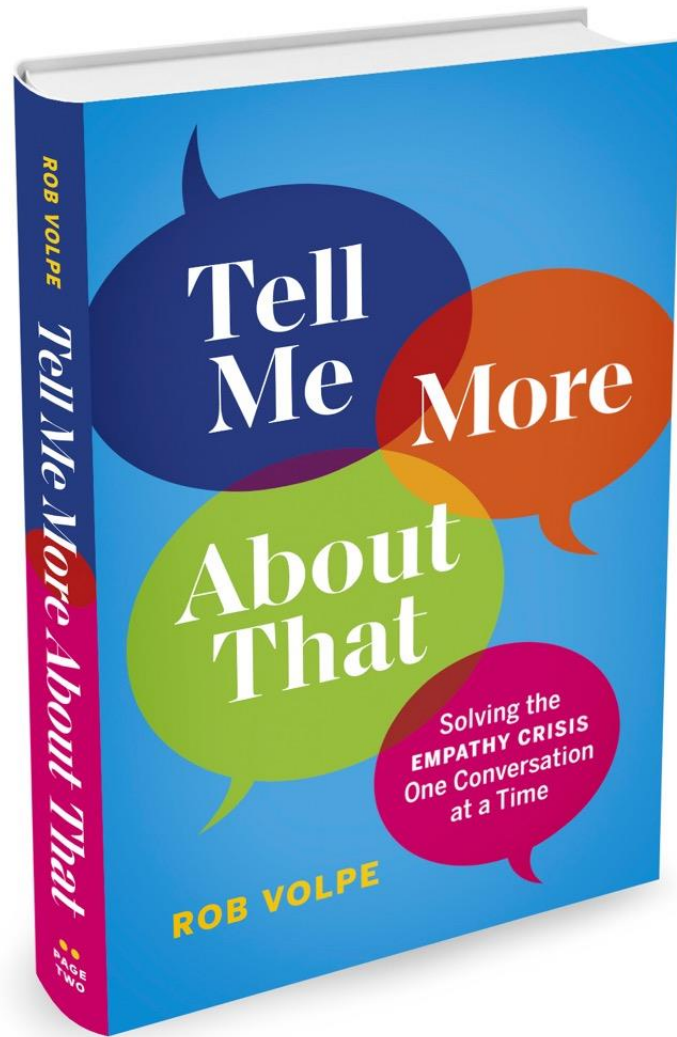
Like advertising, it's about
reach and frequency

Changing Minds to Spark Action

- Understand your audience
- Use the 5 Steps to overcome barriers to empathy
- Use the Story of One
- Stay Patient and Persistent

Any Questions?





Thank You!!!



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