SLIDES ≠ PRESENTATION

- These slides are designed to be viewed in conjunction with a human being talking and interacting with you.
- They may make little sense to you if you were not at the live session.
- Still, if they are useful to you, I am happy.
WHAT'S THE UX OF WORKING WITH YOU?

CATBERT: EVIL DIRECTOR OF HUMAN RESOURCES

PEOPLE ARE COMPLAINING THAT YOU'RE ANTISOCIAL.

I ONLY DISLIKE THE PEOPLE I GET TO KNOW.

THEN WHY DO YOU GET TO KNOW THEM?

IT HAPPENS BY ACCIDENT WHEN THEY TALK.
Work is about solving Problems.

Work is about achieving a vision.

Engineer

Non-Engineer
The future is looming. We must plan for the worst.

The future is promising. Anything is possible.

Engineer

Non-Engineer
Engineer: Language is for transmitting information.

Non-Engineer: Language is for making meaning.

What’s going on here?
Engineer

I know because of detailed analysis. I test each detail for validity, then recombine and test again.

Non-Engineer

I know because I can relate to it and connect it to my experience. I validate by checking with others.
WHAT’S GOING ON HERE?

Grrrrrrrr!

Grrrrrrrr!
EMPATHY (ON BOTH SIDES)
CUSTOMARY “WHO ARE WE?” SLIDE

SHAWN BUTTON
Current role: Agile coach + developer
Professional training: Software development, Psychology/Business
IT roots: Programmer
Came to agile via: XP technical practices
Inspired by: Building cool things

SUE JOHNSTON
Agile coach + trainer
Psychology/Business
UX, user docs + training
Professional coaching
Effective communication

Obligatory cute animal images
<table>
<thead>
<tr>
<th>OPTIONS</th>
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PLEASE HOLD YOUR QUESTIONS UNTIL YOU HAVE ONE
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THE ENGINEERING MINDSET

Truth
THE ENGINEERING MINDSET
Linear Thinking

1. This
2. Then
3. This

Binary Thinking

The “Right” Answer
THE ENGINEERING MINDSET
THE ENGINEERING MINDSET
Inspired by *The Geek Leader’s Handbook*, by Paul Glen, Maria McManus
### WHERE ARE YOU ON THE CONTINUUM?

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**UX?**

Inspired by *The Geek Leader’s Handbook*, by Paul Glen, Maria McManus
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The ability to **step** imaginatively into the shoes of another person, aiming to **understand** their feelings and perspectives, and **use** that understanding to guide our **actions**.

- Roman Krznaric

*Empathy: What is it and why does it matter?*
WHAT IS EMPATHY?

When I have **Sympathy**, I feel sorry you have pain

When I have **Empathy**, I understand and feel your pain
TYPES OF EMPATHY

• Affective (emotional) empathy

• Somatic empathy

• Cognitive empathy *

* This can be learned
“Empathy is built through a willingness to take time to discover the deep-down thoughts and reactions that make another person tick.”

Indi Young – *Practical Empathy*
EMPATHY MAP

Inspired by Dave Gray, Xplane
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PERSPECTIVE EXERCISE

30 seconds
PERSPECTIVE

THIS IS TRUE

THIS IS TRUE

THIS IS TRUTH
Images from Jonathan Rasmusson, Agile Samurai
### HOW WE SHIFTED + WHAT HAPPENED

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5 SKILLS

1. Listen for what’s important to people
2. Describe a rosy future
3. Expose your desire
4. Translate facts into stories
5. Restore trust
# MAKE LISTENING A HABIT

## 5 LEVELS OF LISTENING

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<th>Listening from their frame of reference</th>
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<tbody>
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<td>Ignoring</td>
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From Tammy Lenski, inspired by Stephen Covey
5 SKILLS

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5 TOOLS

• Check in
  • Share your intention
  • Journey mapping
  • Questions
  • The conversation arc
5 Tools

- Check in
- **Share your intention**
- Journey mapping
- Questions
- The conversation arc
5 TOOLS

- Check in
- Share your intention
- **Journey mapping**
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5 TOOLS

• Check in
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5 Tools

• Check in
• Share your intention
• Journey mapping
• Questions
• The conversation arc
Choose a situation where you had a difficult interaction with someone. (Or one coming up.)

Imagine you are experiencing things from their perspective.

Follow the map and record what you picture things seem like to them.

What is their experience of the situation?
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WHY EMPATHY MATTERS

Not just warm and fuzzy

• Employees more likely to stay with an organization they consider empathetic
• Customers tend to stick with them, too
• We create more usable products
• It’s a key element of emotional intelligence
WHY EMPATHY MATTERS

• Essential to create **awesomeness**, happiness and **safety**
WHAT WILL YOU DO?

How can you take these ideas and use them in your work and life?
USEFUL REFERENCES

Paul Glen  leadinggeeks.com
• Leading Geeks: How to Manage and Lead People who Deliver Technology
• The Geek Leader’s Handbook: Essential Leadership Insight for People with Technical Backgrounds

Indi Young  indiyoung.com
• Practical Empathy: For Collaboration and Creativity in Your Work

Roman Krznaric  romankrznaric.com
• Empathy: Why it Matters and How to Get it

Brene Brown  brenebrown.com
• https://www.youtube.com/watch?v=1Evwgu369Jw
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