

Session 6: Can Compassion Transform Your Business?

1. The most profitable business skill to learn in business is COMPASSION, and imagining what it's like to be another human being.
2. If you really understand another person, you lose the ability to be selfish and blame them. You "walk a mile in their shoes."
3. When you can understand from another's perspective, you can say everything in a way they relate to. You can talk to them about their problems without them getting defensive, because you demonstrate you are on their team.
4. Ask yourself the question (AGAIN), "What does my customer think he or she needs?"
5. What is your "magic bullet" equivalent of the "Instant Energy Smoothie for Moms?"

