

# TMM4220 – Day 3

## On Purpose & Empathy

15. September 2023

Fede Lozano

# Mindfulness

- (a) Paying attention to what's happening in the present moment
- (b) in the mind, body and external environment
- (c) with an attitude of curiosity and kindness.

# Mindfulness:

“The intentional use of attention.”

Leah Weiss, PhD  
Lecturer  
Stanford University  
Graduate School of Business

What are you doing now?

Are you present?

How happy are you?

“A human mind is a wandering mind, and a wandering mind is an unhappy mind. The ability to think about what is not happening is a cognitive achievement that **comes at an emotional cost.**”



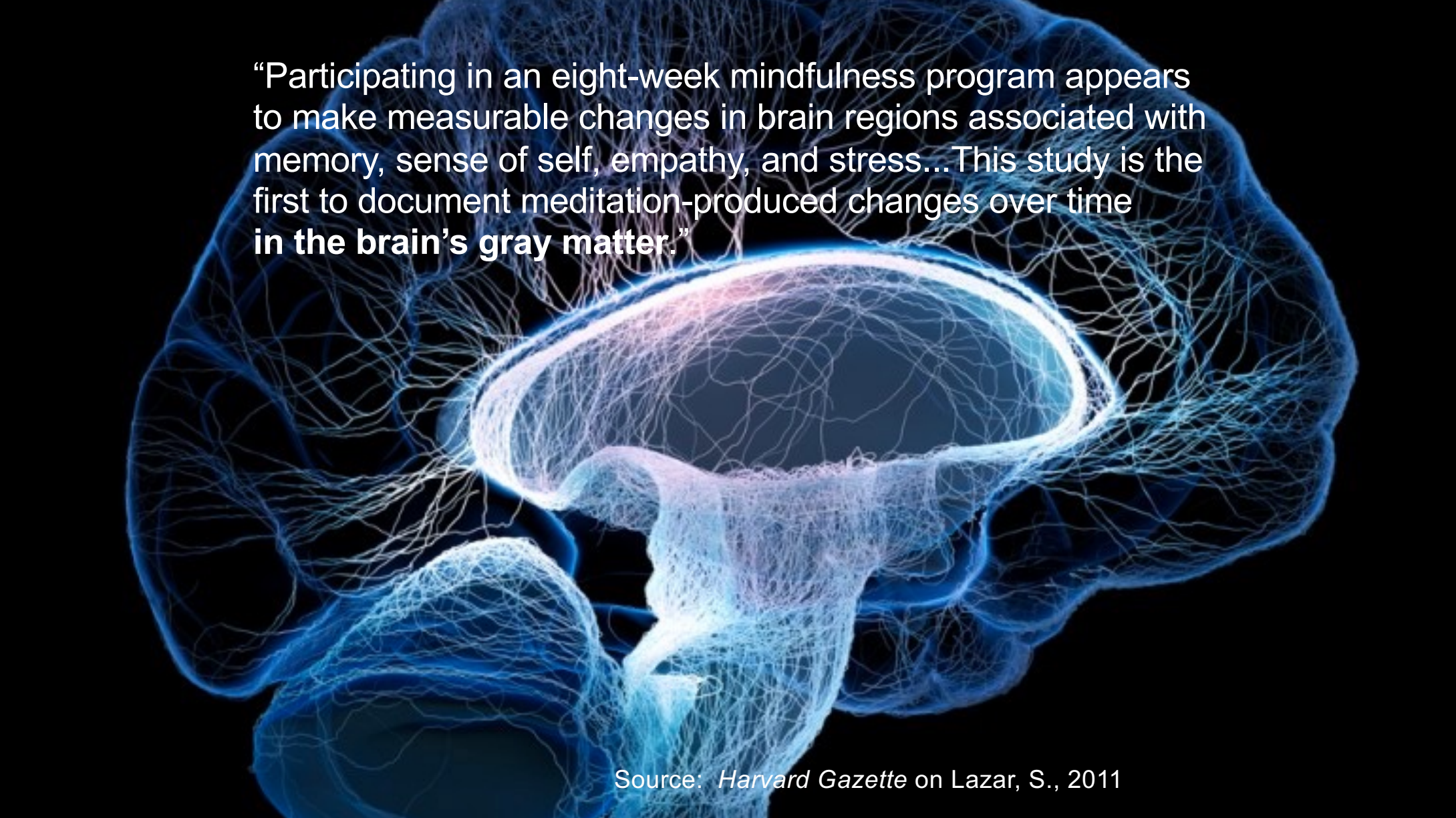
# Why Be Present?

- 47% Average time spent mind-wandering
- 70% Leaders report regularly unable to be attentive in meetings
- 2% Leaders who regularly make time to enhance personal effectiveness

# Multi-Tasking Does Not Exist

“The brain does not multi-task but rather switches rapidly from one task (listening) to others (checking email, social media, etc.)”

“Heavy multitaskers are more easily distracted in general.”



“Participating in an eight-week mindfulness program appears to make measurable changes in brain regions associated with memory, sense of self, empathy, and stress...This study is the first to document meditation-produced changes over time **in the brain’s gray matter.**”

Source: *Harvard Gazette* on Lazar, S., 2011

# What stuck?





## Top five regrets of the dying

A nurse has recorded the most common regrets of the dying, and among the top ones is 'I wish I hadn't worked so hard.' What would your biggest regret be if this was your last day of life?

- [Bronnie Ware: 'Writing Top Five Regrets of the Dying has brought me to tears'](#)
- [How to die: five positive steps to deal with death](#)
- [Click here to donate to the National Council for Palliative Care](#)

Susie Steiner

Wed 1 Feb 2012 11.49 GMT



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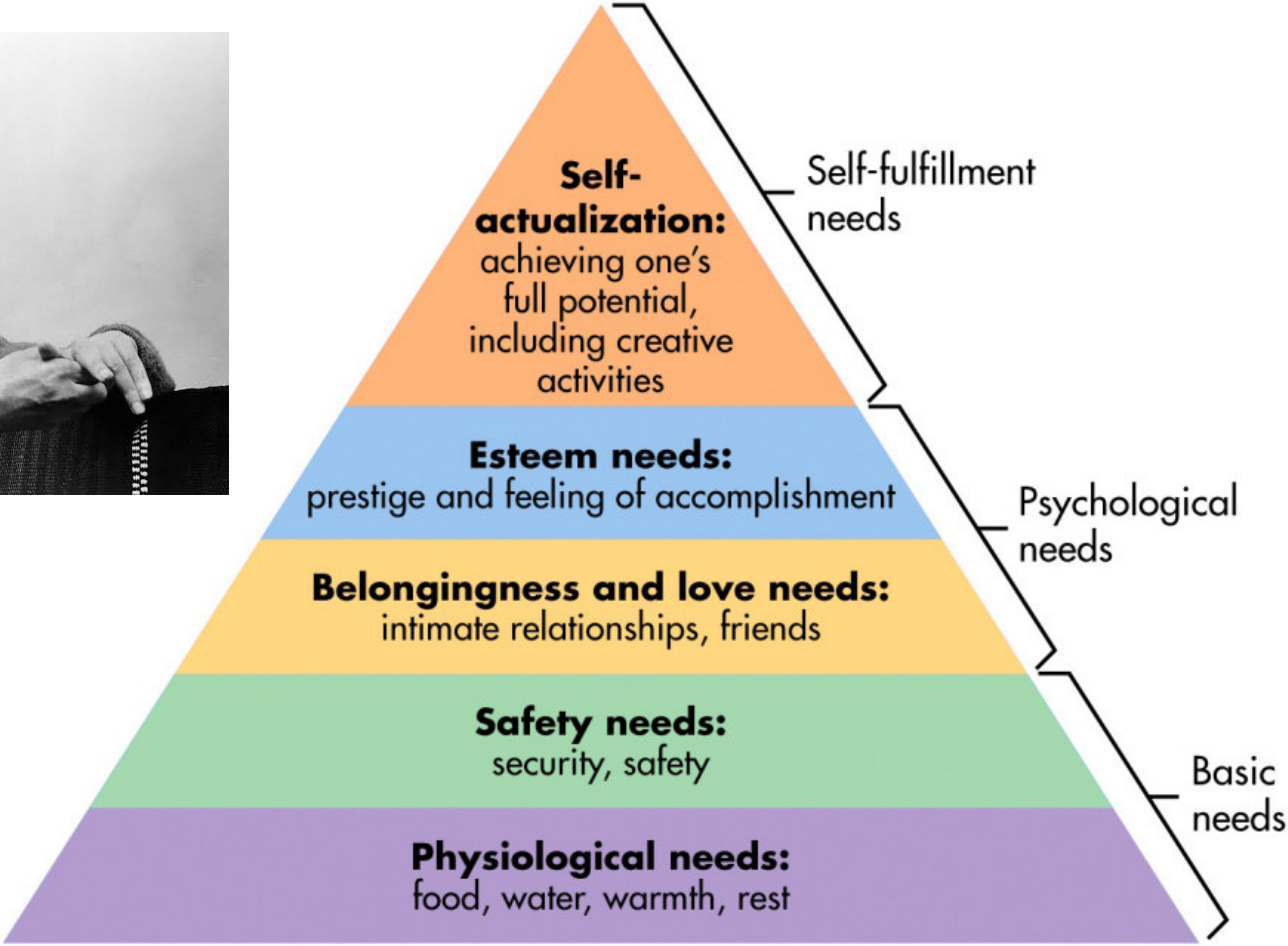
1. I wish I'd had the courage to live a life true to myself, not the life others expected of me.
2. I wish I hadn't worked so hard.
3. I wish I'd had the courage to express my feelings.
4. I wish I had stayed in touch with my friends.
5. I wish that I had let myself be happier.



# Self-Transcendence



Abraham Maslow, PhD  
Professor of Psychology  
Brandeis University



“By declaring that man is responsible and must actualize the potential meaning of his life, I wish to stress that the true meaning of life is to be discovered in the world rather than within man or his own psyche, as though it were a closed system. I have termed this constitutive characteristic ‘the self-transcendence of human existence.’

**It denotes the fact that being human always points, and is directed, to something, or someone, other than oneself—be it a meaning to fulfill or another human being to encounter.**

The more one forgets himself—by giving himself to a cause to serve or another person to love—the more human he is and the more he actualizes himself. What is called self-actualization is not an attainable aim at all, for the simple reason that the more one would strive for it, the more he would miss it. In other words, self-actualization is possible only as a side-effect of self-transcendence.”

Victor Frankl, PhD, MD



Source: Frankl, Viktor E.. *Man's Search for Meaning* (pp. 110-111). Beacon Press.







# Viktor Frankl on Meaning

VFA

# Self-Transcending vs. Self-Enhancing

## Self-Enhancing /

### Hedonic

Power

Status

Wealth

Possession

Attractiveness

Popularity

Admiration

## Self-Transcending /

### Eudaimonic

Empathy

Compassion

Supportive

Contributing

Trust

Growth

Caring

Socrates:  
“The unexamined life is not  
worth living.”

Aristotle:  
“The purposeless life isn’t worth  
examining.”



# Purpose



A central life aim that motivates intention to dedicate resources (energy) in particular directions and towards particular goals.

People with a strong purpose in life:

Are healthier (physically and mentally)

Are better at delaying gratification

Handle stress better

Achieve post-traumatic growth







# Craft Your Purpose Statement



## **Remember:**

Authenticity, Values, Eulogy...

To enjoy love and the senses; to be a virtuous husband, father, and son; to teach all of my students with passion; and to help thousands find their life's purpose and creative confidence.

# Craft Your Design Challenge

**My purpose statement:** To enjoy love and beauty; to be a good husband, father, and son; to inspire deep awareness in all of my students; and to help thousands find their purpose and creative confidence.

**My design challenge:** How might we enable thousands of professors to find their purpose and develop their creative confidence so that they can become better educators and happier humans?



# Submit Your Design Challenge

Submit by tomorrow, Saturday, at 12:00.

Use this link:



The logo for Vipp, featuring the word "vipp" in a white, lowercase, sans-serif font. The letter "i" is stylized with a curved bottom that resembles a smile. The logo is centered within a solid orange rectangular background.

**vipp**

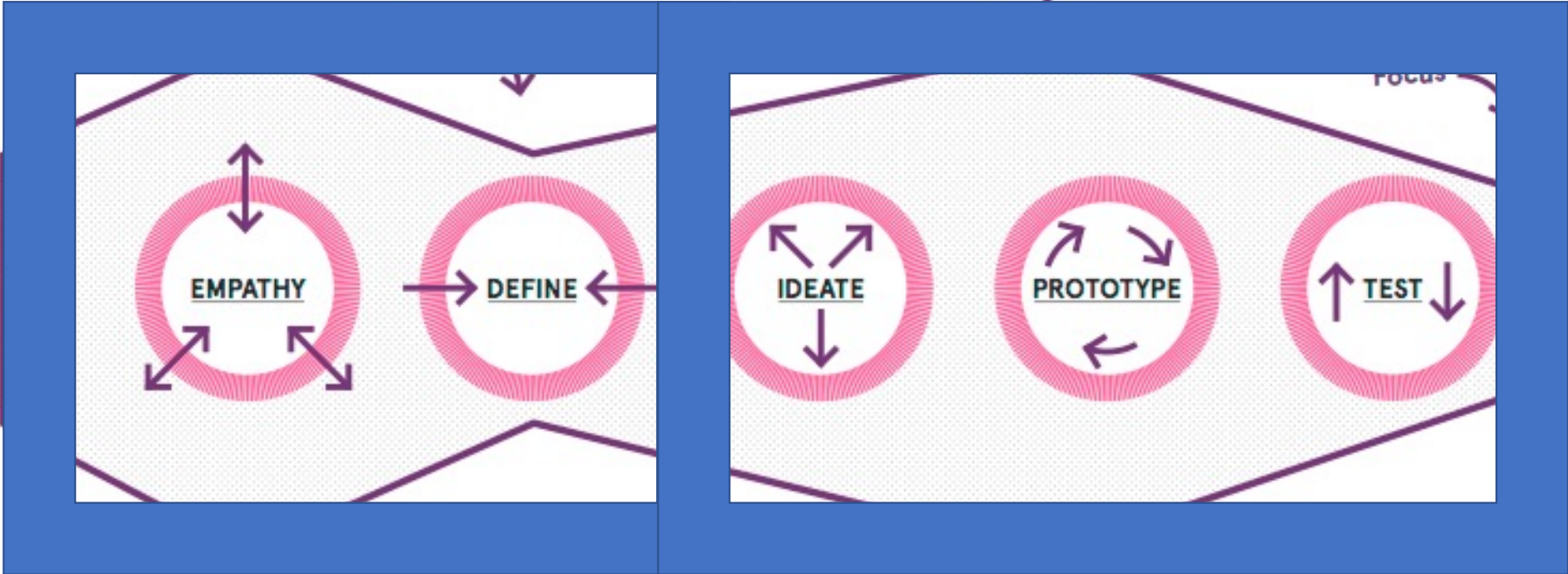
**Tel: 48368583**

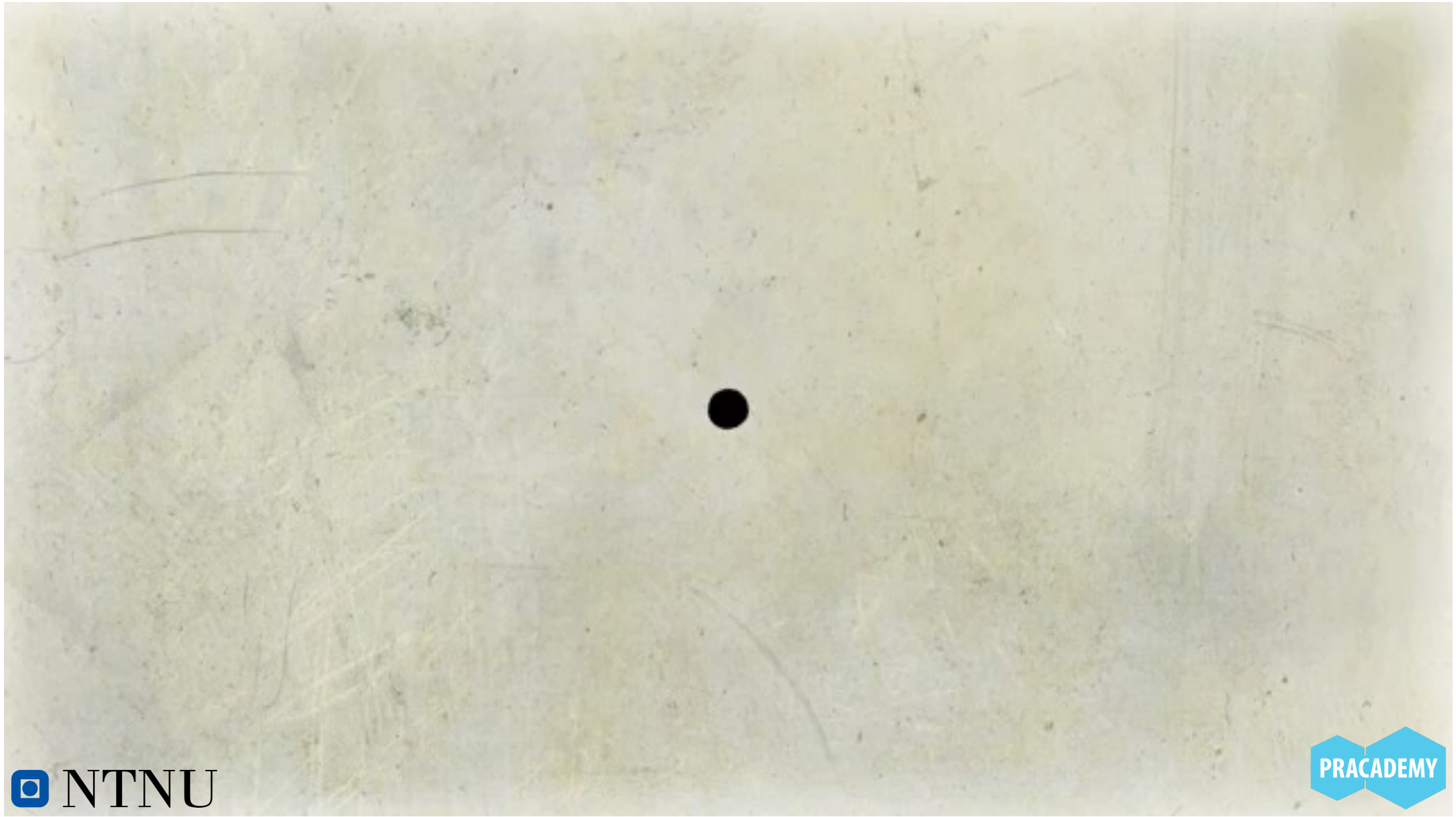
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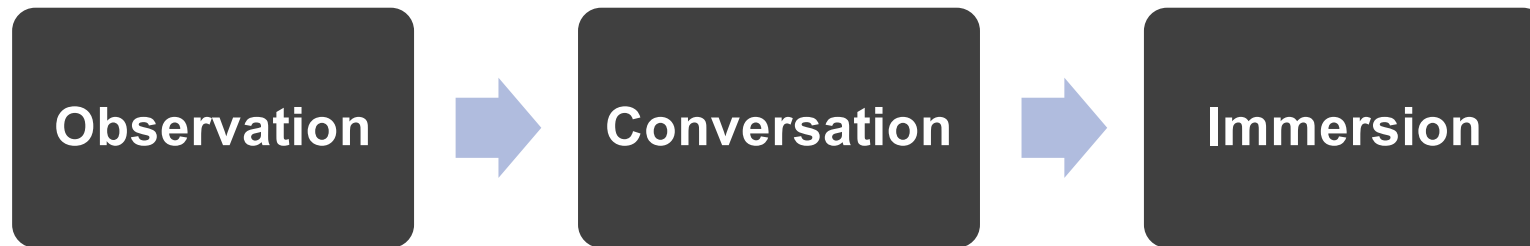
Problem Space

Solution Space






# The Empathy Process



# Observation

A murder scene in a parlor. A man in a dark suit lies on a patterned rug on the floor, with a small brown box next to his head. Several people stand around the room: a man in a grey coat on the left, a man in a dark uniform with a hat, a woman in a pink top and green skirt with a hat, a man in a dark suit and white shirt, a woman in a dark dress and white apron holding a large brass instrument, and a person in a black bear costume. The room features a chandelier, a painting, a mounted animal head, and a large vase of pink flowers on a table in the foreground.

# WHODUNNIT?



# Observation Tips

1. Look for things that trigger behavior
2. Look for what people care about
3. Look for patterns
4. Look for the unexpected
5. Look for hacks/workarounds
6. Look for body language
7. Adopt a serving mentality

































The earliest members of the d.light India team, focusing on product design, sales, business development, marketing, and distribution

NTNU

Foreword by **Jacqueline Novogratz**



LET

THERE

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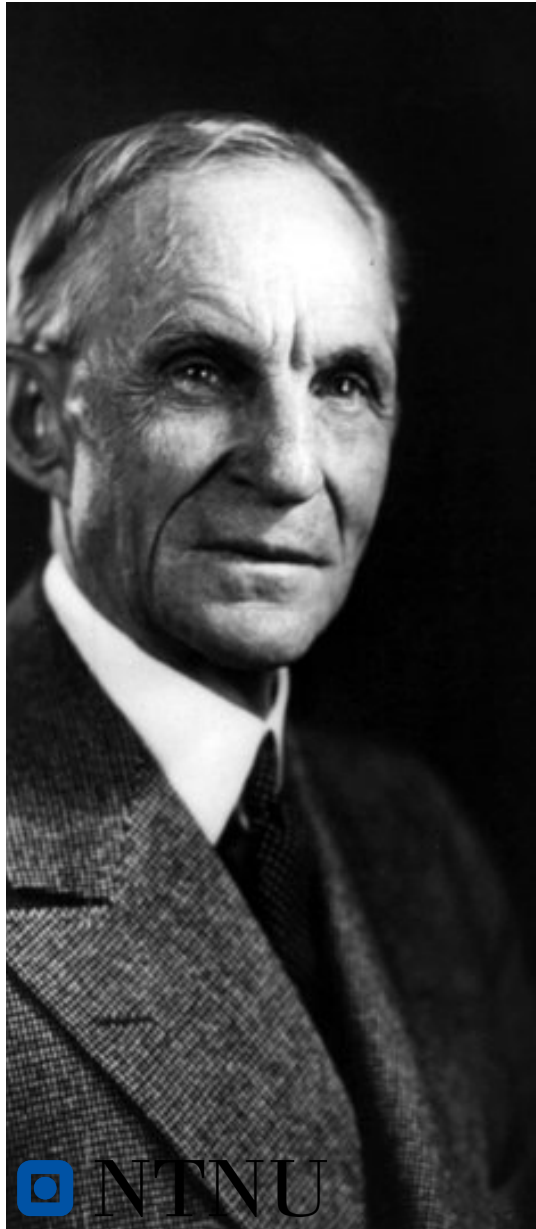


How one social enterprise brought solar products to 100 million people

**DORCAS CHENG-TOZUN**

Afterword by Ned Tozun and Sam Go





“IF I HAD ASKED PEOPLE  
WHAT THEY WANTED,  
THEY WOULD HAVE SAID:  
**FASTER HORSES...**”

Henry Ford

# Empathy Conversations

Build rapport

Open-ended questions

Ask for stories: Tell me a story about when...?

The 5 “Whys?”

Drill down: Tell me a little more about that

Ask for emotions: How did that make you feel?

Embrace the silence

Look for body language! Use body language to encourage!

Minimize your presence

Take notes!







# Bob Peterson















“

Needfinding involves the use of intuition. Needfinding often involves jumping out of left brain thinking into **a nowhere land of pure sensing**. But this occurs at the gut level—the needfinder must...continue without firm evidence.

Rolf Faste  
“Perceiving Needs”  
Professor, Stanford University

# Stakeholder Map

