



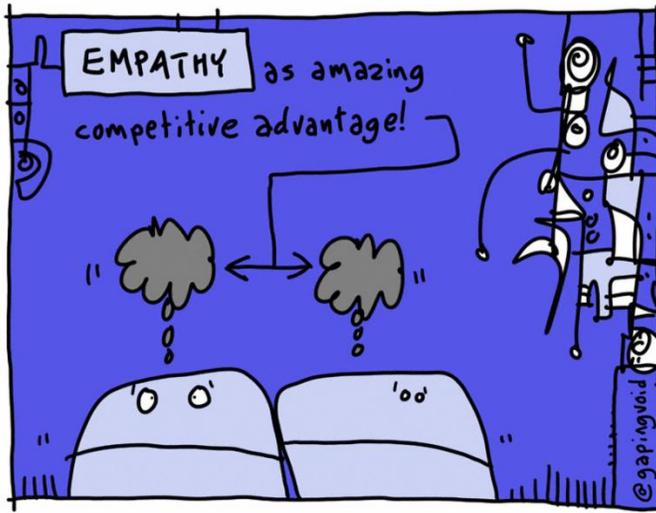
QNEWS

March 2015

New and Noteworthy

So why empathy?

This question comes up frequently, whether I'm talking to people about developing Butterfly, or talking to them about product / service / solution development in a more general sense.



"Empathy as competitive advantage" from @gapingvoid

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New Workshop

[Essential Coaching Skills](#)

Thursday, May 14

Develop a deep understanding of coaching competencies and skills that can be easily implemented in every day workplace situations at this workshop.

I think most people have a general appreciation for being empathetic, and acknowledge that it's a good thing to be. Where they seem to get a bit tripped up is when the term is used in "professional" or "business" contexts.

What I mean by empathy - in terms of solution design - is that **we need to connect with the people** for whom we want to build the solution. I think we need to do this **before we build anything** for them so that we better understand their problems. If we don't understand their problems, we don't know if what we're building is of any value to them.

Through genuinely connecting and building relationships with people (aka potential end users), **we get a deeper and more intimate understanding of their problems.** From this we can create a better solution which we can then bring back to these same people to test and validate. They will be open to meeting with us for this validation because we have connected and built a relationship with them. Also, they will be open to meeting with us because we are trying to design a solution that solves their actual problem(s), rather than what we thought was their problem.

Empathy is at the root of [Butterfly](#), an exciting new community project and social network I have been working on. Butterfly is about:



- **Young people doing something** about social issues that affect them.
- **Capturing innovative ideas** and facilitating action safely and transparently.
- **Building relationships and capacity** of young people / donors / leaders.
- **Engaging and connecting like-minded young people** to bring about change in their world.

It exists to connect IDEAS from youth for social projects and events, VOLUNTEERS who want to help bring ideas to life, MENTORS who want to support volunteers, and DONORS who contribute money or gifts to projects.

Learn more about empathy and the Butterfly project, and gain practical frameworks that you can use in your workplace at the [2015 QNET Excellence Conference on Wednesday, April 22](#). Colleagues Chris Loewen and Barb Spurway of Protegra will present a two hour highly interactive double breakout session (mini-workshop) titled "Empathy as Motivation." [Conference details here](#).



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Diploma in Adult Education begins in Winnipeg on April 9, 2015

Gain a solid foundation in the principles and practices of adult education and training in this internationally recognized "Program of Excellence". Details [here](#).

Featured Workshop



Learn about a powerful graphic technique that can be used to plan and manage projects, document processes and meetings, summarize reports, prepare presentations and more.

[The Power of Mind Mapping](#) Thursday, April 9

Promotional Partner



Excerpts above used with permission from Chris Loewen's blog - Feb 4/15 "So why empathy" and Feb 24/14 "Butterfly - What is it?"

Upcoming Events

March

[Strategic Planning to Plan of Action](#) - Mar 12

[Crucial Conversations Workshop](#) - Mar 18 & 19

SOLD OUT! [Write It Right 1: High Performance Business Writing](#) - Mar 25

[Building Resilient Teams](#) - Mar 26

April

[Communicating for Change](#) - Apr 7

NEW! [Write it Right 1: High Performance Business Writing](#) - Apr 8

[The Power of Mind Mapping](#) - Apr 9

[Write it Right 2: Advanced Writing Strategies](#) - Apr 15

[2015 QNET Conference: Rethink Motivation](#) - Apr 22

NEW! [QUEST: The Coach Approach to Powerful Questions](#) - Apr 28

[Problem Solving and Decision Making](#) - April 29 & 30

May

[Lean Principles 101](#) - May 5

[Conducting Workplace Investigations](#) - May 7

[Certificate in Leadership Development \(CLD\)](#) - seven consecutive Tuesdays, beginning on May 12

NEW! [Essential Coaching Skills](#) - May 14

[Leveraging Social Capital at Work](#) - May 21

NEW! [Project Management: A Practical Approach](#) - May 27 & 28



Attend these Manufacturing Week Events:

Dare to Compete Conference
March 24 - details [here](#).

Gala Awards Dinner
March 26 - details [here](#).

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Mark Your Calendar



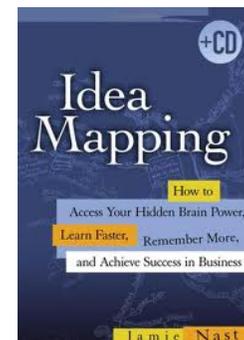
[2015 QNET Conference](#)
Wednesday, April 22, 2015

Opening Keynote Speaker:
Cy Wakeman, New York Times bestselling author of *Reality-Based Leadership* Details [here](#).

Sponsor Opportunities:
Concentrate your valuable sponsorship dollars on the largest conference of its kind in Manitoba. Details [here](#).

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Resource Library



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QNET is a not-for-profit association that advances excellence in Manitoba by providing training and networking opportunities to organizations of all sizes and sectors.

Idea Mapping: How to Access Your Hidden Brain Power, Learn Faster, Remember More, and Achieve Success in Business, by Jamie Nast

This book enables those with creative minds to clearly lay out their thinking process and those who are more process-minded to become creative.

QNET Members may borrow this book by calling 204.949.4999 or [email](#).



QNET / Manitoba Quality Network
Suite 660, 175 Hargrave Street
Winnipeg, MB R3C 3R8
Ph: 204.949.4999
Fax: 204.949.4990
Email: mail@qnet.ca
Website: www.qnet.ca



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