

Soft Skills Training

Training of Trainer

Youth Employment and Entrepreneurship Skills (YEES) Project



Day IV agenda: morning	
Time	Activity
09:00-09:10	Day III Recap, Remind Parking Lot and Pre-Test
09:10-09:15	PART I: Empathy - Module Overview
09:15-09:25	Understanding Empathy
<i>09:25-09:45</i>	<i>ACTIVITY I: Building Your Empathy Muscles</i>
09:45-09:55	Difference between Empathy, Sympathy and Compassion
09:55-10:05	COFFEE BREAK
10:05-10:20	The Positive Impact of Empathy
<i>10:20-10:35</i>	<i>ACTIVITY II: Role Play – Step into the Other Person’s Shoes</i>
10:35-10:50	Showing Empathy through Verbal and Non-Verbal Cues
<i>10:50-11:10</i>	<i>Activity III: Experience Sharing from a Role Model (TBC)</i>
11:10-11:15	PART II: Customer Service - Module Overview
11:10-11:25	Understanding Customer Service and Its Importance
11:25-11:30	The Impact of Positive Customer Service Experience
11:30-11:35	The Impact of Negative Customer Service Experience
11:35-11:45	Effective Communication with Customer
11:45-12:00	Handling Customer Complaints, Concerns or Difficult situations
12:00-12:15	ACTIVITY: Rating - Poor and Great Customer Service
12:15-12:30	Seeking Feedback from Customers and Colleagues
12:30-13:30	LUNCH BREAK

PART I:

Module 7: EMPATHY



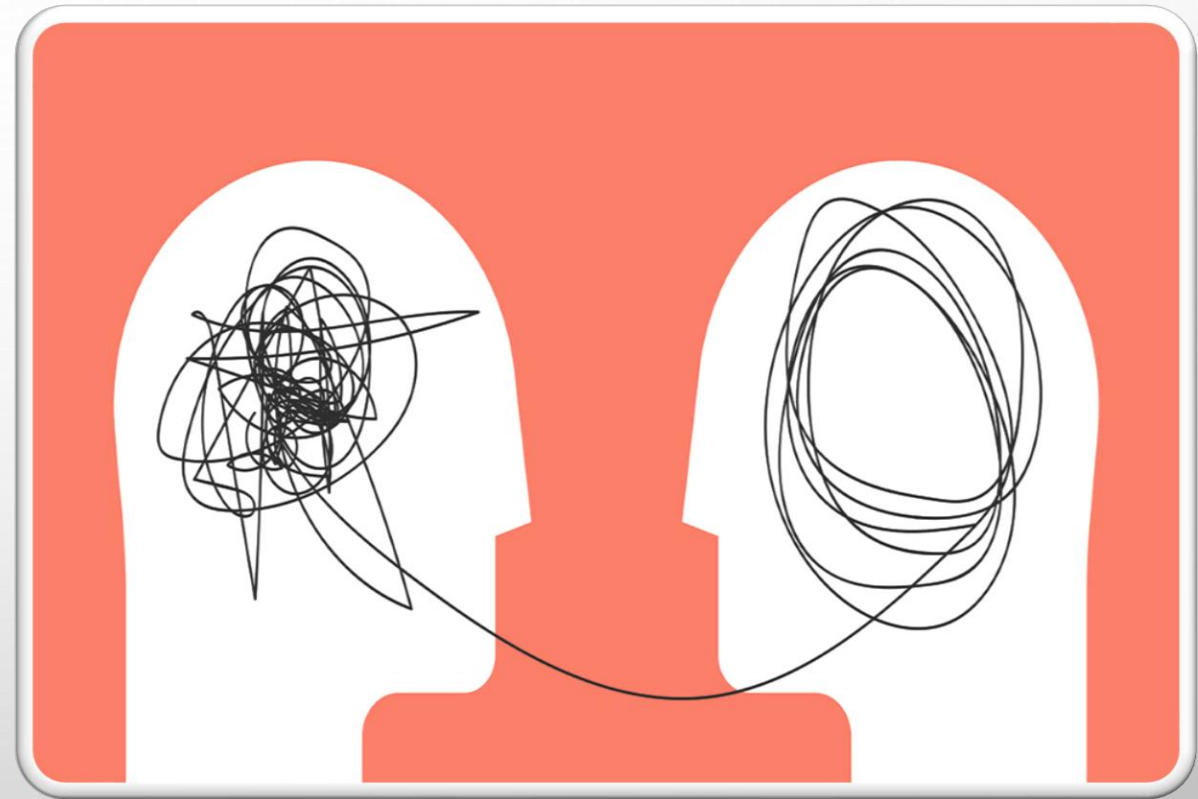
Module 7 Overview:

1. Introduce Empathy
2. Recognize the Benefits of Empathy;
3. Recognize Emotions;
4. Develop Empathetic Listening;
5. Cultivate Perspective Taking;
6. Manage One's Own Emotional Responses;
7. Apply Empathy in Interpersonal Relationships;
8. Discuss Role Model Presentation



What is Empathy?

- Empathy is the ability to understand & share the feelings and perspectives of another person (Battaly, 2011).
- It involves being able to: put yourself in someone else's shoes, grasp their emotions and respond with care & compassion.
- It is, thus, a complex psychological and emotional skill that plays a crucial role in human relationships and communication.



Three main types of empathy



Cognitive empathy: The ability to understand and intellectually grasp another person's thoughts, emotions & perspectives (Powell & Roberts, 2017).



Emotional empathy: The capacity to share in another person's emotional experience (Powell & Roberts, 2017).



Compassionate empathy: This one goes beyond understanding and sharing emotions (Powell & Roberts, 2017).

So, empathy is a fundamental component of human, social & emotional intelligence. It promotes understanding, cooperation and the building of strong interpersonal relationships.

Activity 1: building your empathy muscles ("I" Statements/first person language)

STEP 1

- Take a piece of paper, use only one side of the paper then use a pen or pencil to write.
- Think about somebody you care about, think about somebody in your life that you know well.
- Then write using the 1st person (write as if you are them). For example, if I am you, "I am feeling..."
- Using empathy: Go towards emotions that come up (e.g., excitement, shame, hurt, pain, whatever it is). Do not judge the emotions, just go towards them.
- Describe what they are, how you feel, how you call them, what it must be like to be with those feelings (do not try to fix or change any feelings, just identify them and write the feelings down).
- Lastly, write down "what is it like to be....." That person (maybe it's a friend in your life, maybe it's a child, maybe it's a spouse, maybe it's your parent/s, maybe it's a neighbour, maybe it's your teacher/lecturer, colleague, etc.).

Activity 1: building your empathy muscles ("I" Statements/first person language)- CONT'D

STEP 2

- Now flip the paper.
- Write down what is it like to be you. Think about a particular experience of yours, your own story.
- Then write using 1st person language (write as yourself). For example, "I am feeling..."
- Using empathy: Go toward the emotions that come up (e.g., excitement, shame, hurt, pain, whatever it is). Do not judge the emotions, just go towards them.
- Describe what they are, how you feel, your own understanding of those feelings (do not try to fix or change any feelings, just go towards them and write the feelings down).
- Lastly, write down "what is it like to be....." Yourself.
- Read what you have written to yourself.

DIFFERENCE BETWEEN empathy, sympathy & compassion



Sympathy is a feeling of pity or sorrow for someone else's misfortune. It does not necessarily involve understanding or sharing their emotions but rather a recognition of their suffering. Sympathizing involves acknowledging that someone is going through a difficult time, followed by one's expression of condolences or concern (Breyer, 2020).



Compassion goes beyond empathy & sympathy. It involves not only understanding and acknowledging someone's suffering but also a strong desire to alleviate that suffering (Breyer, 2020).

DIFFERENCE BETWEEN empathy, sympathy & compassion CONT'D

THEREFORE:

- While empathy, sympathy and compassion are related, they represent different levels of emotional engagement and response to the feelings and experiences of others.
- Each has its own role in human relationships and can be appropriate in different contexts.

DIFFERENCE BETWEEN **empathy AND sympathy**



At the most basic level:

- Sympathy is **feeling** sorry for someone.
- Empathy is **understanding & sharing** their feelings.
 - To put it another way, the difference between empathy & sympathy is like a difference between the **head (empathy)** and **the heart (sympathy)**.
- These words are **related but** they are **not synonyms**.

How empathy differs from sympathy?

SYMPATHY



How empathy differs from sympathy?



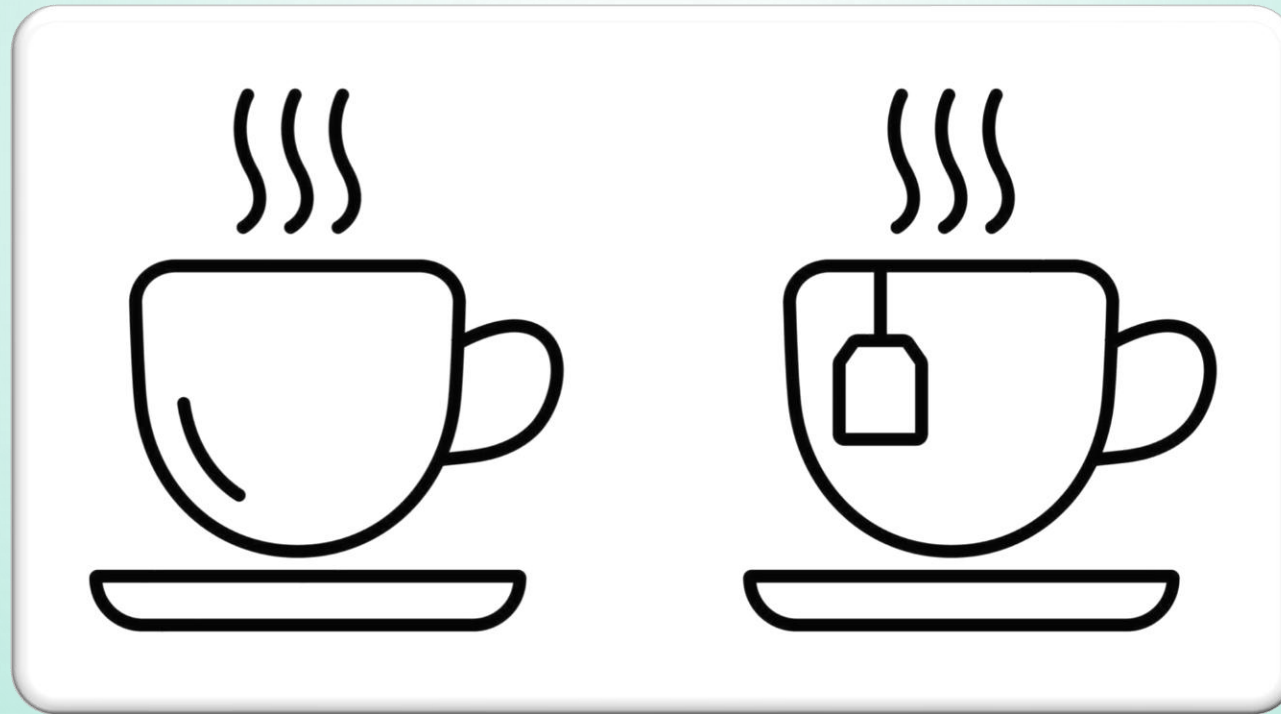
How empathy differs from sympathy?

SYMPATHY



EMPATHY





Coffee/tea break

The positive impact of empathy



- **Improved communication:**
 - Enhanced understanding – Empathy promotes better understanding of others' perspectives, needs & concerns.
 - Active listening – Empathetic individuals tend to be better listeners, which is crucial for effective communication.
 - Conflict resolution – Empathy helps in resolving conflicts by enabling team members to identify & address the underlying emotional issues.
- **Stronger team relationships:**
 - Trust building – Empathy builds trust within a team.
 - Increased cohesion – Empathy fosters a sense of belonging and connection within the team.

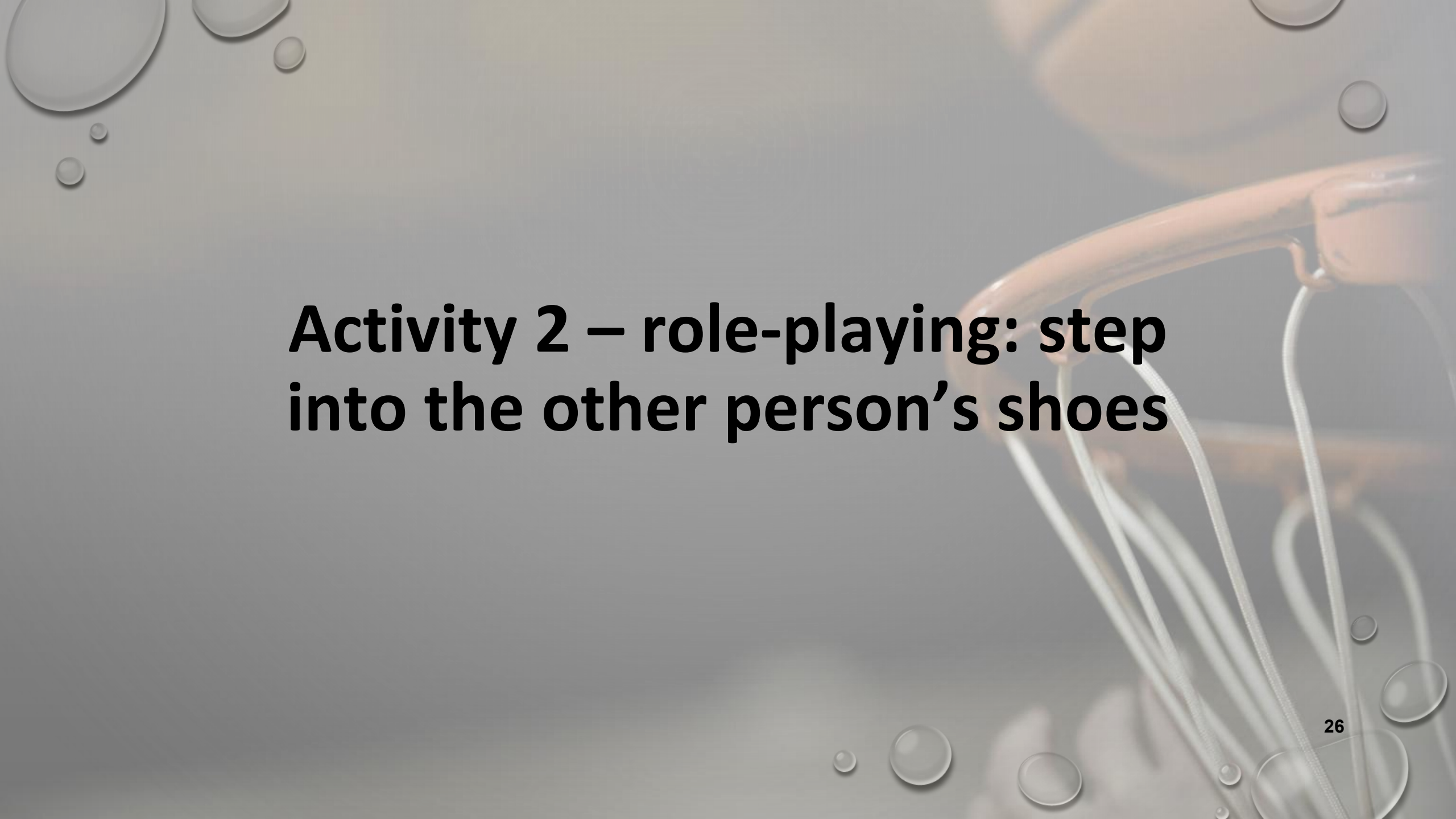
THE POSITIVE IMPACT OF EMPATHY CONT'D

- **Enhanced problem-solving:**

- Innovative solutions – Empathy can lead to more innovative problem-solving.
- Collaboration – When team members empathize with each other, they are more likely to collaborate effectively.

- **Increased productivity:**

- Reduced conflicts – Empathy can mitigate interpersonal conflicts and reduce the time & energy spent on disputes.
- Higher morale – When team members feel heard, understood and valued, they are generally more motivated & engaged.
- Lower turnover - Empathetic leadership & team dynamics can reduce lower turnover by creating a more positive work environment.



Activity 2 – role-playing: step into the other person's shoes

showing empathy TO indicate understanding & support through verbal cues

- **Active listening:** “I see”, “I understand” or “tell me more”.
- **Reflective responses:** “So what I’m hearing is that you feel frustrated because....”
- **Ask open-ended questions:** “How did that make you feel?” Or “can you help me understand why that’s important to you?”
- **Avoid interrupting:** Allow the other person to express themselves fully without your interruption.
- **Use empathetic statements:** “I can imagine how tough that was for you”. Or “I’m here for you”, or “that must have been really challenging for you”.
- **Validation:** “It’s completely understandable that you’d feel that way”.



showing empathy TO indicate understanding & support through non-verbal cues



Maintain eye contact:

Establish & maintain eye contact to show that you are focused on the person and their emotions.



Facial expressions:

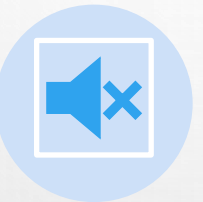
Use facial expressions that convey concern.



Gestures: Use open & welcoming body language.



Mirroring: Subtly mirror the other person's body language & emotions.



Tone of voice: Use a soothing and supportive tone in your voice.



Give encouragement: Offer words of encouragement such as: "you're doing great" or "I'm here for your" or "you're not alone in this".



Respect personal space: Be ware of personal space boundaries and respect them.



Offer physical support: If appropriate & welcome, a gentle touch on the arm or shoulder can convey empathy & support. However, always be sensitive to the other person's comfort level.

seeing situations from another person's PERSPECTIVE

This can be done through:

- Active listening
- Asking open-ended questions
- Practicing perspective-taking
- Making no assumptions of situations
- Seeking feedback
- Practicing empathetic listening
- Reading & educating yourself
- Empathizing with fictional characters
- Being mindful & conducting self-reflection
- Engaging in empathy-building activities
- Observing & learning
- Practising patience

Skills Strengthened by Empathy

Creativity



Feeling safe



Emotional Connection



Collaboration



Negotiation



Identifying Needs



PART II:

MODULE 7: CUSTOMER SERVICE



Module 7 Overview:

1. Understand Customer Service Principles;
2. Communicate Effectively with Customer;
3. Build Positive Customer Relationships;
4. Problem-Solve and Resolve Customer Issues;
5. Manage Customer Expectations;
6. Maintain a Positive Customer Service Attitude;
7. Continuous Improvement in Customer Service;



UNDERSTANDING CUSTOMER SERVICE



- It is the assistance and support provided by a business to its customers before, during and after a purchase or transaction (Mutabazi, 2023).
- The primary goal of Customer Service is to ensure customer satisfaction and enhance the overall customer experience.
- It involves addressing customers' inquiries, concerns and issues in a timely and effectively manner.

DIFFERENT FORMS OF CUSTOMER SERVICE

- Communications
- Problem resolution
- Information and assistance
- Post-purchase support
- Building relationships



THE IMPORTANCE OF CUSTOMER SERVICE TO A BUSINESS OR AN ORGANIZATION

- Customer satisfaction and loyalty
- Brand reputation
- Customer retention
- Competitive advantage
- Revenue growth
- Reduced customer turnover
- Feedback for improvement
- Enhanced employee morale
- Crisis management
- Regulatory compliance



THE IMPACT OF POSITIVE CUSTOMER SERVICE EXPERIENCE ON A BUSINESS/ ORGANIZATION



Customer loyalty



Word-of-mouth
marketing



Increased revenue



Differentiation in the
market



Brand advocacy



Increase in
employee morale

THE IMPACT OF negative CUSTOMER SERVICE EXPERIENCE ON BUSINESSES OR ORGANIZATIONS

- Increase in customer turnover
- Damage to the organization's reputation
- Reduced revenue
- Increased customer acquisition costs
- Legal and regulatory issues
- Employee disengagement



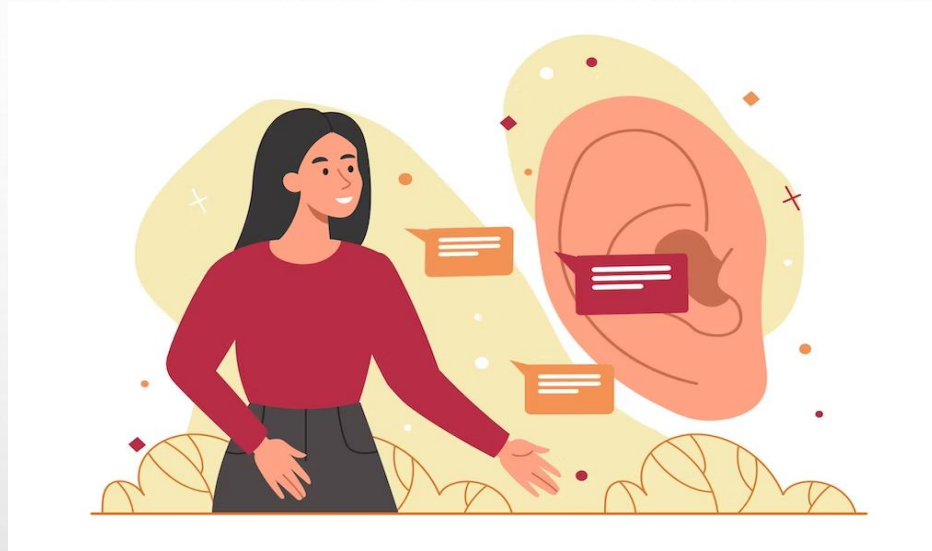


EFFECTIVE COMMUNICATION WITH CUSTOMERS

- Use clear and concise language
- Be courteous and polite
- Listen actively
- Empathize and show understanding
- Respond in a timely manner
- Provide complete and accurate information
- Admit mistakes and apologize
- Avoid negative language
- Maintain a professional tone
- Be mindful of cultural differences
- Offer solutions and options

USING ACTIVE LISTENING SKILLS TO UNDERSTAND CUSTOMER NEEDS AND CONCERNS

- Give your full attention
- Show that you are listening
- Paraphrase and repeat
- Ask for clarification
- Avoid interrupting
- Empathize and validate emotions



- Listen to the tone of voice
- Take notes
- Summarize the conversation
- Be patient
- Use positive reinforcement
- Follow up with probes/ open-ended questions

HANDLING CUSTOMER COMPLAINTS, CONCERNS OR DIFFICULT SITUATIONS WITH TACT AND PROFESSIONALISM



- Remain calm and composed
- Listen actively
- Empathize and acknowledge
- Apologize sincerely
- Take responsibility
- Avoid arguing or defensiveness
- Stay solution-oriented
- Offer options for the solution
- Seek clarification
- Provide regular updates
- Involve supervisors or managers
- Follow up
- Learn from feedback
- Document the interaction
- Maintain professionalism in writing
- Know when to escalate
- Train and empower staff
- Review policies and procedures
- Seek customer input on solutions

GRUUp activity: poor and great customer service

- Watch the first part of this video and discuss in your groups what you have observed on “Poor Customer Service”.
- Share your thoughts in the class.
- Then watch the second part of this video and discuss in your groups what you have observed on the “Great Customer Service”.
- Share your thoughts in the class.



[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ZY1H49_L8ME](https://www.youtube.com/watch?v=ZY1H49_L8ME)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=5UGGRKWUKIC](https://www.youtube.com/watch?v=5UGGRKWUKIC)

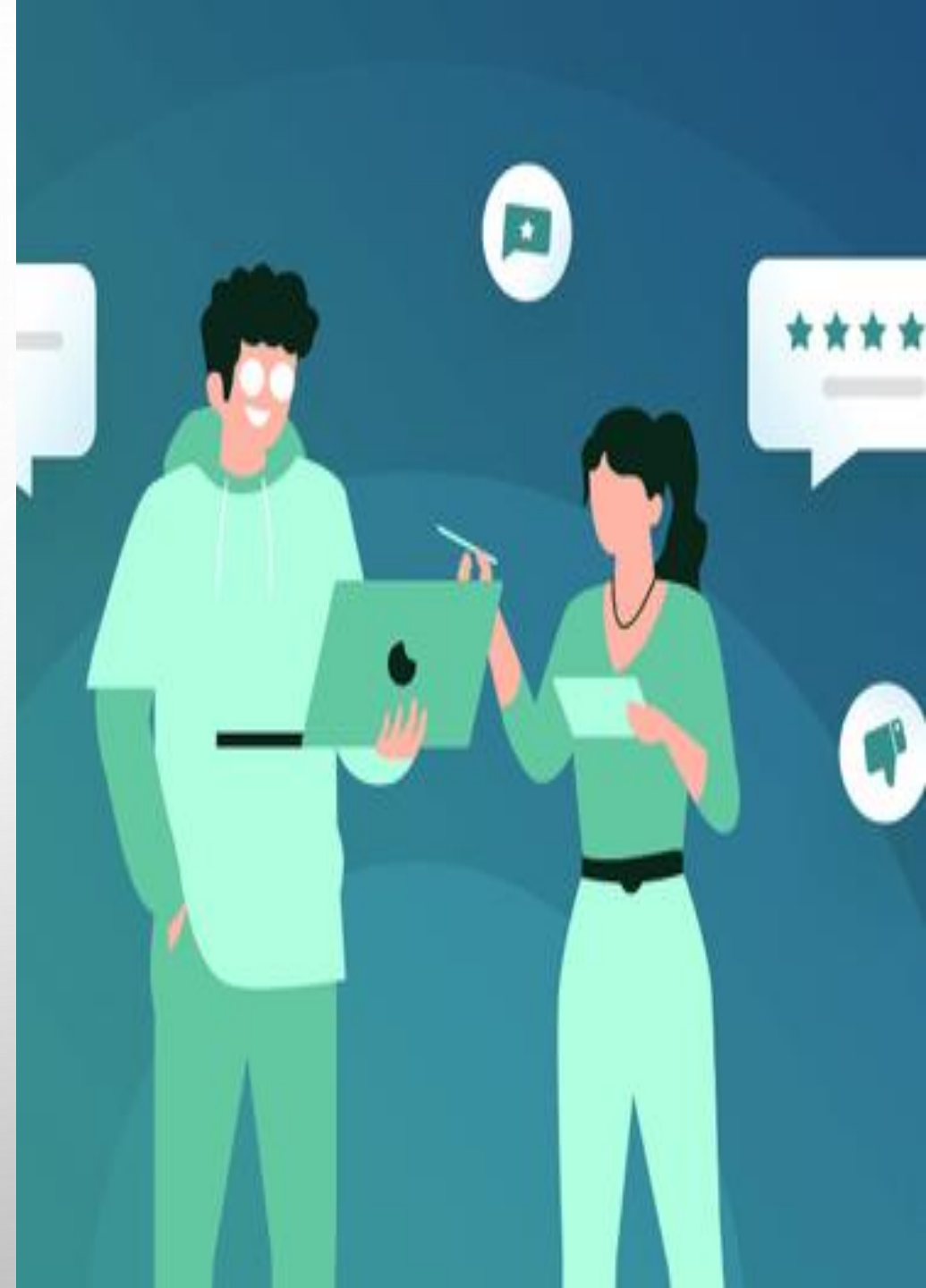
seeking feedback from customers and colleagues on service quality

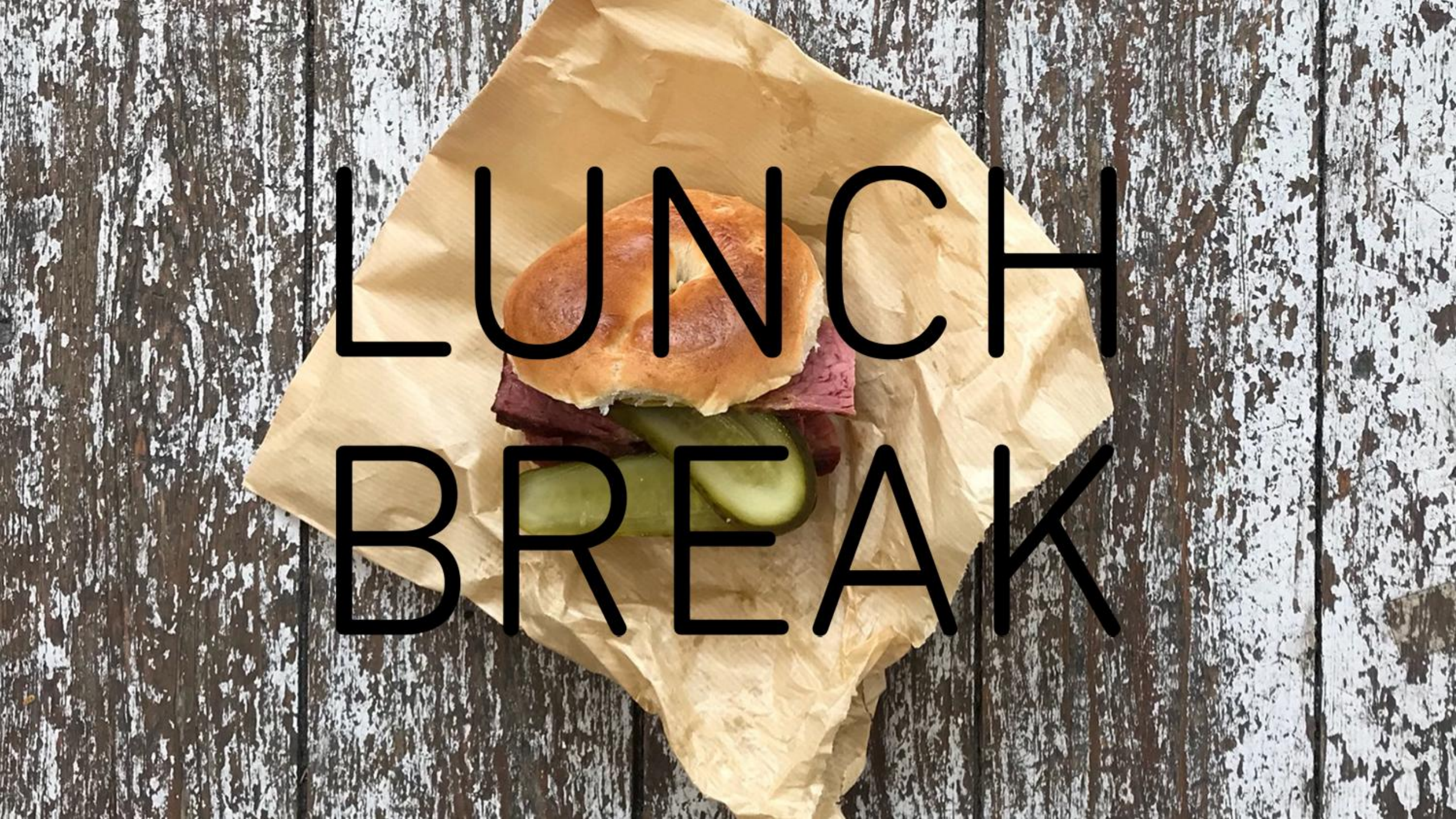
From customers, use:

- Customer surveys
- Feedback forms
- In-app feedback
- Social media monitoring
- Customer interviews

From colleagues, use:

- Regular team meetings
- Anonymous feedback box
- Team surveys
- Peer reviews
- Mentorship programs





LUNCH
BREAK

PART III:

MODULE 7: DEALING WITH DIFFICULT PEOPLE



MODULE 7 OVERVIEW:

1. Identify Difficult Behaviours and Situations;
2. Apply Effective Communication Skills;
3. Conflict Resolution and Problem-Solving;
4. Emotional Intelligence and Self-Regulation;
5. Apply Strategies for Managing Difficult Behaviour;
6. Make Documentation and Reporting;
7. Conduct Reflection and Continuous Improvement;



Signs of difficult behaviour and challenging interpersonal situations

- Aggressive communication
- Defensiveness
- Resistance to feedback
- Passive-aggressive behaviour
- Manipulative tactics
- Lack of empathy
- Closed body language
- Excessive control



- High level of stress
- Disruptive behaviour
- Isolation
- Inconsistent behaviour
- Escalation of conflict
- Constant criticism
- Inability to compromise

impact of difficult behaviour on individuals

- Stress and burnout
- Decline in emotional well-being
- Job dissatisfaction
- Health problems
- Hindrance to career development
- Strain on workplace relationships
- High employee turnover



impact of difficult behaviour on organizations

- Decreased productivity
- Increased absenteeism
- Poor organizational culture
- Legal and reputational risks
- High turnover costs
- Communication breakdown
- Innovation and creativity impact



Different types of difficult personalities and their characteristics

- The aggressor
- The passive-aggressor
- The narcissist
- The victim
- The manipulator
- The perfectionist
- The drama queen/king
- The control freak
- The critic
- The avoidant
- The insecure
- The complainer



Activity 1 - Videos 1: dealing with challenging/difficult supervisors/superiors

<https://www.youtube.com/watch?v=-wWJfFQOnHw>

<https://www.youtube.com/watch?v=JgRTEhbiTnM>

Common communication pitfalls that may escalate conflicts

- Poor listening
- Assuming intentions
- Defensiveness
- Blaming and accusations
- Generalizations
- Lack of empathy
- Using absolutes
- Escalating language
- Mind reading
- Ignoring non-verbal cues
- Lack of clarity
- Avoidance
- Interrupting
- Overuse of technology
- Failing to acknowledge emotions



Conflict resolution techniques to address difficult interactions

- Stay calm and collected
- Listen actively
- Express yourself clearly
- Focus on the issue, not the person
- Find common ground
- Seek to understand
- Generate options
- Be open to compromise
- Use neutral language
- Take breaks when needed
- Involve a third party
- Establish clear agreements
- Follow up
- Learn from conflict
- Set boundaries

Activity 2 - Video 2: dealing with challenging/difficult colleagues

<https://www.youtube.com/watch?v=1kOn8vWA4fU>

recognizing and managing PERSONAL emotions when dealing with difficult people



- Increase self-awareness
- Practice mindfulness
- Name your emotions
- Take a pause
- Empathize with yourself
- Develop emotional regulation strategies
- Seek support
- Set boundaries
- Choose your battles
- Practice active listening
- Use “I” statements
- Develop a coping toolbox
- Practice emotional detachment
- Set realistic expectations
- Reflect and learn

demonstrating empathy and understanding towards others' emotions and perspectives

- Listen actively
- Reflect on responses
- Validate emotions
- Ask open-ended questions
- Put yourself in their shoes
- Avoid judgment
- Express understanding
- Share similar experiences (when appropriate)

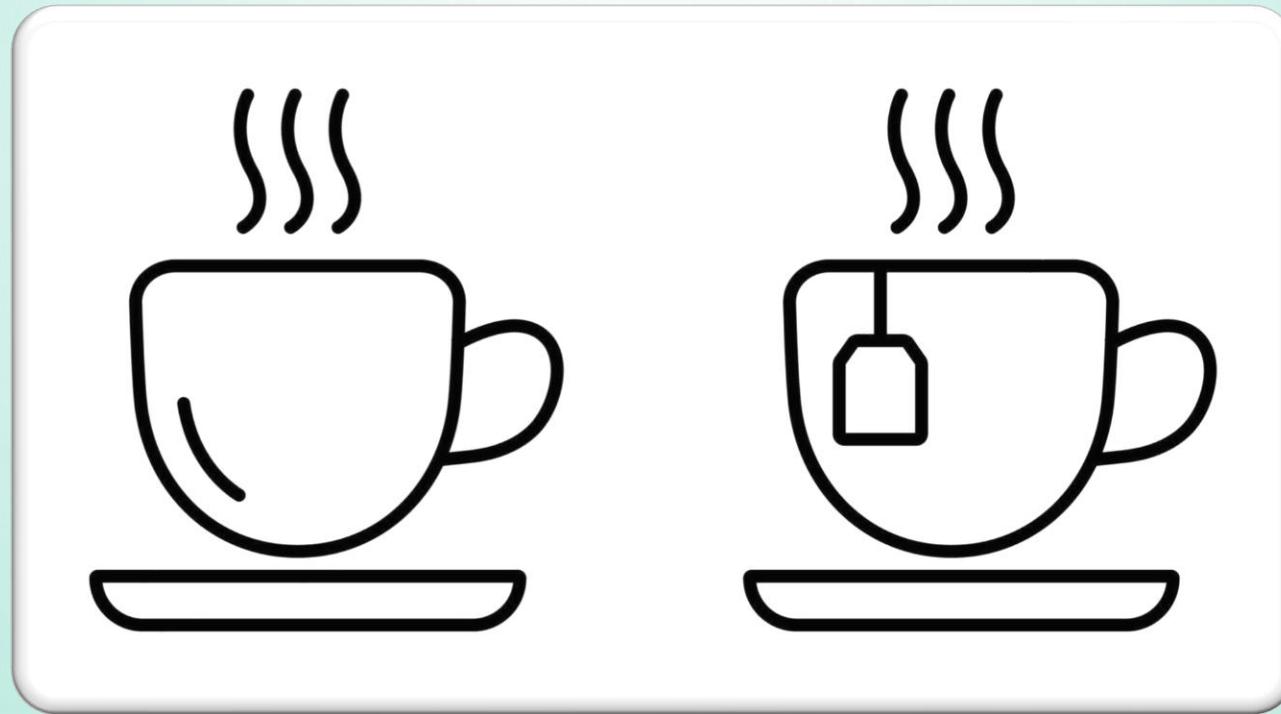


- Offer support
- Use positive body language
- Avoid interrupting
- Apologize when necessary
- Follow-up
- Educate yourself
- Admit when you do not understand

setting boundaries and enforcing consequences for unacceptable behaviour when dealing with difficult people

- Clarify your boundaries
- Communicate clearly
- Choose an appropriate time
- Express consequences
- Stay consistent
- Be assertive
- Set consequences you can enforce
- Focus on behavior, not the person
- Offer alternatives
- Document instance
- Involve relevant authorities
- Provide feedback





Coffee/tea break

Activity 3 - Video 3: dealing with challenging/difficult customers

<https://www.youtube.com/watch?v=a1nrWFCys6A>

*Thank
you!*

ANY
Questions?