

# Video Transcript Angela Prestil Empathy

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## **Angela Prestil 00:13**

Hi everyone. Today we are here to talk more about empathy. I am Angela Prestil, a senior consultant for FI Strategies and CU Difference. I've been working with empathy and leaders for the past 13 years plus.

## **Angela Prestil 00:29**

Empathy is one of those skills that can be strengthened over time and needs to be strengthened over time, just like a muscle. If we don't use it frequently, it's something we lose, just like a muscle.

## **Angela Prestil 00:41**

So what does that mean for us? As a leader, it means that we hold time and we hold space to celebrate with staff who are having a fantastic day or who had a really great conversation with a member or a co-worker. And we're also holding time and space for someone who maybe is having a difficult time with a co-worker or with a member.

## **Angela Prestil 01:08**

When you empathize with your staff, it doesn't mean getting down and dirty into the weeds with them and feeling what they're feeling to a level where you're upset if they're upset. When you empathize, it means that you're naming the feeling that they're having. For example, you could say it's exciting when you've got a member who's come back in and ask for you multiple times. And now you're actually making that loan that you've been waiting and working for for such a long time. It could be as simple as saying how frustrating for you that that member really took that conversation down a bad path. So just naming that emotion and making sure that the staff hears you can be the difference in your staff truly feeling appreciated and truly feeling heard.

## **Angela Prestil 02:02**

We tend to spend more time with our squeaky wheels, if you will, with the people who are having a difficult time and who kind of sap our energy. Instead, if you look at the staff who are really, truly loyal to you as a credit union and as an employee of the credit union, and then we look at those folks who are maybe satisfied with their job, but honestly, they've got one eye out the door and they're out there looking for their next opportunity by empathizing with those staff. You're more likely to keep your loyal staff even more loyal and you're more likely to shift some of those satisfied employees into a more loyal standing with your credit union. That will help you overall because you'll have a much more solid workforce to move with you into the future as a much stronger credit union.