



PRESENTS:

PRODUCTIVE EMPATHY®

AND

**THE 360 CURIOSITY™
METHOD**



Workshops & Training Experiences

Encourage Communication offers custom workshops

- Leaders & Managers
- HR Professionals
- Teams Navigating Change or Conflict

Workshops combine theory with practical application and are grounded in the belief that empathy and performance are not opposites, but partners.

Key themes include:

- Productivity and Employee Satisfaction
- Managerial Presence
- Team Alignment
- Empathy as Organizational Culture

Not Just Empathy but Strategic

Empathy

What sets Productive Empathy® apart is its intentional link to outcomes. It's not about being nice. It's about being effective as a communicator, a leader, and a colleague. Rooted in emotional intelligence and organizational strategy, Productive Empathy® offers a new lens for navigating today's diverse, dynamic workplaces.



About the Creator

Dr. **Cynthia P. King** is a professor of communication studies, an award-winning educator, and founder of Encourage Communication, LLC. With extensive expertise in communication leadership development, and a passion to fostering thriving in the workplace, she developed Productive Empathy® and 360 Curiosity™ to help individuals and institutions do the best work of their lives, together.

Contact Us

To learn more or schedule a consultation, visit:
[EncourageCommunication.com]
or email: encouragecommunication@gmail.com

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WHAT IS PRODUCTIVE EMPATHY®?

Empathy is often seen as a "soft skill," emotional, subjective, and secondary to performance. Productive Empathy® flips that narrative. It is an organizational and leadership and communication strategy that merges empathy with purpose, aligning human connection with organizational results.

At its core, Productive Empathy® is the deliberate practice of understanding and respecting what matters to others and why, within the context of work. It's empathy, yes, but focused on cultivating trust, enhancing collaboration, and driving high performance.



WHY IT MATTERS

Research shows that employees who feel heard and respected are:

- 56% more productive
- 50% less likely to leave
- 75% less likely to take sick days

(Harvard Business Review, 2019)

In other words, empathy isn't just "nice to have," **it's a strategic advantage.**

The 360 Curiosity™ Method

Productive Empathy® is implemented through the 360 Curiosity™ Method, a practical, teachable approach to systematic perspective-taking. Leaders are trained to listen actively, ask thoughtful questions, and genuinely engage with team members across all levels of the organization.

360 Curiosity™ helps leaders:

- Understand what motivates others
- Build relationships grounded in trust
- Recognize and remove barriers to collaboration
- Balance human needs with organizational goals

This method can be deployed through **manager training, policy development, performance coaching, and culture change initiatives.**

