


EMPATHY FIRST

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A black and white photograph of a woman with shoulder-length hair, smiling and gesturing with her hands as if speaking. She is wearing a dark, long-sleeved button-down shirt and a dark skirt. The background is dark, suggesting a stage setting. The image is partially obscured by a semi-transparent blue rectangle containing the main title.

2022 ANNUAL WRAP-UP



Leanne Butterworth
Empathy First Pty Ltd
www.empathyfirst.com.au

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ABOUT EMPATHY FIRST



Empathy First is a Brisbane social enterprise founded and led by Leanne Butterworth. Leanne's mission is to create a world where everyone feels heard, valued and visible - Empathy First is making this vision a reality.

Leanne is an Empathy Speaker & Educator, TEDx Speaker, University Lecturer and Social Entrepreneur. She believes that if we can show enough people how to communicate with empathy, together we will create healthier, happier, more productive workplaces and communities that thrive off authentic interactions and empathy-based solutions.

Healthy Empathy is more than a nice to have - it's a business imperative.



MESSAGE FROM LEANNE

What an amazing year 2022 has been. Over the last few years I've solidified that my values are Bravery, Empathy, Impact and Learning and I certainly leant into each of those this year. TEDx QUT required a level of bravery from me that I hadn't tapped into before. To develop new Empathy Training content I had to focus on the impact I wanted to create. To not burn out in the process, I had to focus on empathy for myself and I had to redefine my failures and mistakes as being opportunities for learning not personal failings. I thank you all for joining me on the journey this year. I hope you enjoy this annual wrap up as we reflect on the wins, the losses and the learnings.

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THE DREAM

VISION & MISSION

The vision of Empathy First is for Healthy Empathy to be embraced as an attribute and tool to improve human connection, strengthen relationships and improve health & wellbeing.

We strive to create a world where everyone feels Heard, Valued, Visible and Safe.

Empathy First offers Empathy Training that enhances our ability to use empathy when communicating with others, leading to positive impact on our relationships, emotional wellbeing, work engagement, physical wellbeing, mental health and community culture.



2022 TEAM

At Empathy First, I am so grateful and inspired to be surrounded and supported by amazing, talented, enthusiastic, professional women. The only way we're going to make the world a more empathetic place is by working together. Thank you to Zoe and Kaiti for a fantastic 2022.



Zoe Staples
Advisor

Zoe Staples is a marketing guru who has been an advisor and mentor to Leanne and her work for the last 5 years.

Zoe has been a source of enthusiasm, support, guidance and friendship and she is truly an amazing person!! And her profile pic is in Empathy First brand colours! That's dedication.



Kaitlin Peters
Project and Events Manager

Kaitlin joined Empathy First in 2022 as our Project and Events Manager. She brings a wealth of experience to this role, and most recently managed the Academic Symposium at SEWF22.

We're so excited to have Kaiti's enthusiasm, professionalism and drive for social change on the team!

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WINS

Empathy First Pty Ltd

In January 2022, Empathy First continued its growth by transitioning from Sole Trader to Company. Becoming a company allows for greater opportunities for growth and impact. It was an important step in the evolution of Empathy First Pty Ltd.

Social Traders Certified

As there is no legal model of social enterprise in Australia, Social Traders provide the official certification for legitimacy. In February 2022 Empathy First became Social Traders certified! This is a significant milestone as this certification unlocks national recognition with business and government clients.



Business for good

SEWF Certified

We are also now SEWF (Social Enterprise World Forum) certified! You may be familiar with SEWF due to the World Forum taking place in Brisbane in 2022 (more on that later...); 2022 was also the year that SEWF launched their certifications, and we are proud to be among the first social enterprises to be given this certification.



LOSSES

Failures are inevitable, and can be uncomfortable to talk about - however, research suggests that confronting our failures (in life and work) allows us to grow.¹

Winston Churchill Trust - Churchill Fellowship

This year I applied for the Churchill Fellowship for the first time. The Churchill Fellowship is an internationally recognised award and Churchill Fellows gain access to expertise from around the world. My goal was to study empathy training in a variety of best-practice institutions across the United States, Canada and Europe. Despite being unsuccessful this year, I learned so much from the process and received amazing references from people I admire. The feedback I received will help me apply again in 2023.

Social Enterprise Development Grant

The Queensland State Government Social Enterprise Development Grants program provided grants for approved projects to support newly established or early stage Queensland social enterprises to build capability and capacity, and increase business resilience and confidence. 23 amazing social enterprises were successful in 2022. Whilst I was unsuccessful, the feedback I received will help with future grant applications.

¹ Amy C. Edmondson. (2011). Strategies for Learning from Failure. Harvard Business Review.

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TEDx QUT



An absolute highlight of 2022 was my acceptance as a speaker on the TEDx QUT programme. After an intense 4 month schedule of workshops, drafts, and rehearsals, I presented my TEDx talk on October 15th at the QUT Gardens Point Theatre Auditorium.

I was nervous excited and I gave it my all. I thoroughly enjoyed the process and presented my talk with no notes or prompts. I've since had people who heard me speak live say that they've made empathetic changes already as a result. How cool is that!?! That lets me breathe and smile.



BUT....after all is said and done, I have to remind myself not to overthink this thing. I have to remind myself that I didn't need to be 100% perfect, I needed to be 100% me. I need to remind myself that not everyone will like it, not everyone will watch it and some people might really DISlike it. And that's ok.

It takes a conscious reminder for me to be kind to myself. To remind myself that the value is in the message, that **Healthy Empathy can save lives - including yours**, and I am simply a messenger. I have to remove my ego and know that the message I delivered was authentic, vulnerable, real and powerful and that my journey to this point has been one of growth, curiosity, failure, learning and resilience. It hasn't been easy but I don't think it's supposed to be. But understanding that by being kind, forgiving and non-judging of myself, means that I have greater capacity to show that to others and to the message.



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IMPACT

Impact measurement is a huge part of Empathy First. Below is just some of the feedback that we've received from workshop participants.

Leanne helped... to remind me to always consider their position with empathy and not judge them on their behaviours but intentions.

Leanne made the content very relatable to situations I have experienced and am experiencing at the present and gave me a different perspective in which to deal with situations.

Leanne was engaging. She was brought knowledge from a variety of personal and professional experiences.

It was great that what Leanne spoke about was so relevant to the meetings we were just about to do. Loved her little stories, her casual approach. She was 'real'.

Provided examples we can all do and can all relate to.

This year we published our first Client Impact Report for UQ Art Museum with 100% of participants stating they consider themselves more empathetic due to their Empathy First workshop.

Why Empathy First?

The results speak for themselves

“The course was amazing and really changed my understanding of empathy. It is a must for everyone, regardless of their line of work.”

**DEVELOP
SIMPLE
PRACTICAL
COMMUNICATION
SKILLS
TO CREATE
CONNECTION**

“I am more aware of listening and caring without rushing to give advice when speaking with colleagues.”

Client Impact Report from UQ Art Museum Half Day Empathy Training

1

Would you consider yourself a more empathetic person since the workshop?

100% reported feeling like a more empathetic person due to the training



“I find I am more calm when problems arise and I really try to engage with the person in front of me rather than preconceptions.”

2

Do you think your attendance at the workshop has made a positive contribution to your social connections and relationships?

100% reported a positive impact on their social connections & relationships



“I feel I have more of a toolkit at my disposal to know what to do in emotionally challenging situations.”

3

Do you think your attendance at the workshop has made a positive contribution to your customer service/mediator skills?

100% reported a positive impact on their customer service/mediator skills



“I can use these skills to prevent myself from getting overwhelmed and have better interactions with visitors.”

EMPATHY FIRST



Contact us to achieve positive results at your organisation.

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2022 STATS

39 Workshops & Talks

880 Participants

78 Hours of in-person training

892 Instagram followers

96 Online course enrolments

4505 LinkedIn connections

1069 Empathy Edit Newsletter Subscribers

243 Empathy Quizzes Completed

22 Countries accessed online training & quiz

TALKS & WORKSHOPS

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In 2022, Empathy First was invited to present talks and workshops for a diverse range of clients. Topics covered included:

- empathy and leadership,
- empathy and customer service,
- empathy and aged care,
- empathy and business writing,
- empathy and work engagement
- empathy and social enterprise
- empathy and disability services.
- empathy and cultural mediation.

Thank you to our amazing clients:

- UQ Art Museum
- Residential Tenancies Authority
- Small Business Commissioner
- UQ LeadHers
- Department of Veterans' Affairs
- St Mary MacKillop Primary School
- CASSI
- Amica Aged Care (Canada)
- Ethni
- Impact Boom
- Queensland University of Technology
- Trek2Health



TREK2HEALTH



Trek2Health is a nonprofit organisation that helps frontline workers and veterans achieve greater physical and mental resilience by providing professional services in an accessible and supportive environment. Through a series of specially designed, free, team-orientated journeys we aim to reconnect with nature via bush treks in remote areas, engaging in team environments with other like-minded people to build support networks, and encouraging healthy minds and bodies.

My role with Trek2Health began in early 2022 when I met CEO Bruce Barker at a Social Enterprise event at Parliament House. Since then I have been facilitating the Empathy and Gratitude elements of the Trek2Health program. I love it so much as it brings together my love for empathy and gratitude content, my exercise physiology undergrad degree, my nonprofit governance postgrad quals and the opportunity to help frontline workers for whom I have such admiration and respect;

In 2023, as the organisation grows, I've been invited to expand my role to facilitate more workshops for frontline workers across the state. I love this work so much and am humbled to be a part of it.



IMPACT BOOM

The Impact Boom Elevate+ program is a comprehensive impact enterprise accelerator that helps develop a sustainable and scalable enterprise which creates positive social impact.

In October 2022 Leanne was invited to facilitate the Theory of Change (TOC) and Value Proposition session for the 12 member cohort. They covered the importance of constructing a succinct Theory of Change for your social enterprise as well as how to craft your TOC and Value proposition.

Later in the program, Leanne was invited back to give pitch feedback to the enterprises for their 3 minutes to be presented at the Final Showcase.



MENTORING

John Adcock of Prominence Consulting

I was so lucky to be accepted onto the social enterprise mentoring program from the Brisbane City Council. Over the 3 month program, my mentor John Adcock's positivity, encouragement and business acumen helped me to continue to push myself in new directions. His belief in me and the power of empathy in business was greatly appreciated.

Dr Tracy Stanley of Impact Innovation

As part of the Female Founder initiative at Impact Innovation, I had 3 sessions with mentor Dr Tracy Stanley. My sessions with Tracy focused on driving business through customer journey mapping, value propositions and goal setting. Given Tracy's expertise in work engagement, it was a unique and fruitful mentoring experience.

Queensland Chief Entrepreneur

Coming up in 2023, I am so looking forward to a mentoring session that I won with the new Queensland Chief Entrepreneur, Julia Spicer.

SOCIAL ENTERPRISE WORLD FORUM

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SEWF is the leading conference opportunity for social enterprise leaders and practitioners from around the world to network and exchange ideas; and in 2022, it was held in Brisbane!

I was involved at the SEWF Academic Symposium, as both a volunteer and presenter, where I shared the role of healthy empathy in social enterprise, the role of empathy in self care, burnout, program design and beneficiary engagement. We crammed a lot into 10 minutes!



At the Main Forum, I met so many people in person - after 2.5 years without conferences, it was amazing to connect in person again. So many wonderful conversations and workshops and guest speakers. My favourite was Dylan Alcott and his natural charisma and authenticity energised the room.

So what did I learn? That:

- Some amazing people are trying to change the world,
- More people must know about Social Enterprise,
- That Empathy and Social Enterprise go together like peas and carrots!

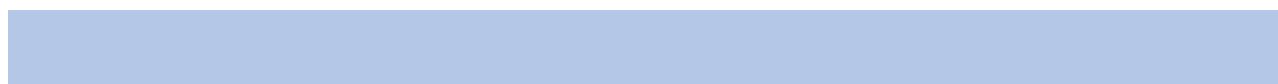
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BIIG CONFERENCE



The BiiG Conference is recognised as the pre-eminent public sector innovation, learning and networking event. Each year the conference attracts 650+ participants from all tiers of government across Queensland, and more recently has welcomed an additional national audience both live and virtually.

In 2022, Empathy First was invited as a guest of the Queensland Chief Entrepreneur, Wayne Gerard, to host a market stall and have some wonderful conversations about all things empathy with folks who genuinely care about the wellbeing of their colleagues and the outcomes of their clients (the public).



STUDY

2022 has been a big year for study!

By completing the below subjects, I've earned a Professional Certificate in the Science of Happiness at Work from the Greatest Good Science Centre - University of California, Berkeley.

- The Science of Happiness
- The Foundations of Happiness at Work
- Empathy and Emotional Intelligence at Work
- Mindfulness and Resilience to Stress at Work



I also completed the 3 day Brené Brown - Dare to Lead Certification and also earned certificates from TAFE Queensland in Effective Workplace Leadership and Workplace Resilience and Wellbeing.

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THE PROFESSIONAL EMPATHY PODCAST

In 2022, The Professional Empathy podcast had some exciting guests to discuss all things empathy. Thankyou so much to our guests!

Empathy and Sex Work with Tyler Mathews

Sex work is colloquially known as. 'the oldest profession'. On this episode of The Professional Empathy Podcast, our guest is Tyler Mathews (pseudonym), a male sex worker (otherwise known as an independent professional companion, gigolo or escort). Tyler has been a sex worker for four and a half years, during which time he has helped people explore their sexuality, sensuality and confidence through safety, communication and connection.



Empathy and Menstruation at Work with Myoni

On this episode of The Professional Empathy Podcast I welcome Sarah Ripper and Matilda Marsh from Myoni.love to talk about all things Menstruation in the Workplace. Join us as we discuss our menstrual cycle and how we can begin to adapt our working lives to accomodate the natural 'seasons' of our energy, productivity and strengths.





Empathy and Aged Care with Sharon Blackburn



In this episode of The Empathy Podcast we explore Empathy and Aged Care with Sharon Blackburn CBE. The recent Royal Commission has brought much attention to aged care, and it may appear that empathy and aged care are mutually exclusive. Leanne and Sharon explore how empathy and relationships put the care back in aged care and why it is essential for our loved ones, families, aged care staff, and communities. Sharon shares with us the significance of relationship-centred care and how it can be practised to ultimately humanise the healthcare sector.

Empathy and Change Management with Samantha Barr



For people to embrace an ever-evolving world, it is essential to make the right changes at the right time. A good change manager is invaluable for ensuring these changes are implemented effectively and efficiently. However, managing change without empathy will affect the organisation and its people financially, mentally, and physically. In this episode Samantha Barr helps us understand change management through the lens of empathy.

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PODCASTS

Leanne featured as a guest on a number of podcasts this year. Thank you for the invitations!



Anita Nowak - Purposeful Empathy (56) How Empathy Training Can Drive Performance ft. Leanne Butterworth

<https://www.youtube.com/watch?v=x29usc90ZuA>



Empathy Circle

How Might We Build the Empathy Movement?

<https://www.empathycircle.com/schedule/schedule-2022/2022-08-02-mov-2>

QUT Entrepreneurship

Lunch and Learn

Empathy and Entrepreneurship

<https://www.youtube.com/watch?v=dBSv9orK6Bs>



SUPPLIERS

Part of our commitment to create positive impact in the world is to include social enterprises in our supply chain. We'd like to thank the following SE for working to improve the world in their own way - not only does this achieve positive impact in the world, but it means that we have access to their amazing products and services!



Hello Good World

Corporate Gifts



House of Eden Studio

Marketing Support



Law on Earth

Legal Support



Green Fox Studio

Graphic Design



Renee Shea

Social Media, Photography and Videography



Jyoti Fair Works (eShakti)

Leanne's TEDx Dress

VOLUNTEERING

Ethni Mentor



Ethni is a wonderful social enterprise arming young women from culturally diverse backgrounds with valuable life skills so that they can thrive. When the opportunity arose to get involved as a mentor, I jumped at it. Over the course of the mentorship, I worked with an inspirational young lawyer and aspiring politician who wants to use her skills, knowledge and experience to change the world.

Future Anything Activator

Future Anything is a fantastic entrepreneurial program that supports educators to lead authentic learning experiences that are not only Australian Curriculum aligned, but also connect students to the real world. I was so excited to be accepted as an Activator and pitch coach for Corinda State High School and as a Semi-Final Pitch Judge!



COMING UP IN 2023

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Social Impact Fellowship 2023

I'm thrilled to have been accepted onto the Social Impact Hub Social Impact Fellowship. The Social Impact Fellowship is an immersive, interactive and evidence-based learning experience. The content and learning journey has been informed by work on the ground with social entrepreneurs and changemakers. I'm looking forward to meeting my cohort and getting started on my new learning journey.

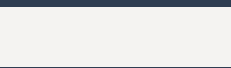
Ethical Enterprise Conference - Keynote

In February 2023, I will be presenting a closing keynote address at the Moral Fairground Ethical Enterprise Conference. Ethical Enterprise 2023 is a 2-day hybrid conference that builds the capacity of social enterprises, ethical businesses and purpose-driven organisations to create the impact and change needed for a more sustainable future. I will be sharing the message of how healthy empathy can increase impact.





THANK YOU



A huge thank you to everyone who has supported and encouraged me on this journey. Kaiti Peters, Rachel Whitworth, Dr Ruth Knight, Zoe Staples, Renee Shea, Elise Parups, John Adcock, Montana White, Claudia Steiner and the whole TEDx QUT cohort. Bring on 2023!



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