


EMPATHY FIRST

Listen | Understand | Connect



2023 ANNUAL WRAP-UP



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

CONTENTS

About Empathy First	02
Message from Leanne	03
The Dream	04
2023 Team	05
Wins & Losses	06
Women Making a Difference	08
2023 Stats	12
Talks and Workshops	13
Mentoring	16
Asia Pacific City Summit	17
New Releases!	19
Podcasts	20
Suppliers	23
Volunteering	24
Coming up in 2024	25

02



ABOUT EMPATHY FIRST



Empathy First, founded by Leanne Butterworth, is a Brisbane social enterprise dedicated to realising a world where everyone feels heard, valued, visible and safe. Leanne is an Empathy Speaker & Educator, TEDx Speaker, University Lecturer, and Social Entrepreneur and actively pursues her mission of transforming this vision into a tangible reality.

According to Leanne, empowering individuals with empathetic communication skills is pivotal to building healthier, happier, and more productive workplaces and communities. She believes in fostering authentic interactions and empathy-driven solutions to create thriving environments. In Leanne's view, Healthy Empathy transcends being a mere nicety; it stands as a fundamental business imperative.



MESSAGE FROM LEANNE

In 2023, my journey unfolded against the backdrop of my core values: Bravery, Empathy, Impact, and Learning. Similar to TEDx 2022, crafting the Women Making a Difference chapter required both bravery and vulnerability, pushing me to step up again. The creation of the Emotional Literacy Bootcamp and completion of the Social Impact Fellowship demanded a focus on impactful outcomes. I continue to try to reframe failures as opportunities for learning, not personal failings.

I extend heartfelt gratitude to all who join me on this journey. As we wrap up the year, let's collectively reflect on the wins, losses, and valuable lessons that shaped our path. Cheers to a year marked by growth, resilience, and shared exploration.

04

THE DREAM

Vision

Empathy First envisions a world where Healthy Empathy is widely embraced as a fundamental attribute and powerful tool, fostering enhanced human connection, stronger relationships, and improved health and wellbeing.

Mission

At Empathy First, our mission is to create a global paradigm shift where everyone experiences being Heard, Valued, Visible, and Safe. Through our specialised Empathy Training, we empower individuals to cultivate and apply empathy in communication, resulting in a positive ripple effect across relationships, emotional wellbeing, work engagement, physical health, mental resilience, and community culture. We are dedicated to instilling the values of Healthy Empathy as an integral part of personal and societal growth.



2023 TEAM

BEHIND EVERY
SUCCESSFUL WOMAN IS A
TRIBE OF SUCCESSFUL
WOMEN, WHO HAVE HER
BACK.

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, Renee and Kaiti for a fantastic 2023.



Kaitlin Peters
Project and Events Manager



Zoe Staples
Advisor



Renee Shea
Social Media Manager

06

WINS

Social Enterprise People's Choice Award

I was so thrilled to win the Women Changing the World Social Enterprise People's Choice Award! This honour inspires me to continue making positive change.



PSA Certification

I am deeply honoured to have received membership to the Professional Speakers Association. It is a privilege to join a community of accomplished speakers and I look forward to the opportunity to enhance my skills further.



Social Impact Fellowship

I am all for continuous learning, and so I am very excited to announce that I completed the Social Impact Fellowship! Through mentoring support, networking, and professional development opportunities, I experienced a journey of self-discovery and learning that extended my capacity to contribute to social change.



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

Mentor of the year UQ Ventures

I was so excited and surprised to be nominated for the UQ Entrepreneurship Mentor of the Year award for the help I've provided to the UQ LeadHers cohort. I lost but that's not the point! I got to dress all fancy and met some fantastic folks at the awards breakfast so that's a win in my book.



Social Enterprise Growth Grant, Westpac Fellowship, AMP

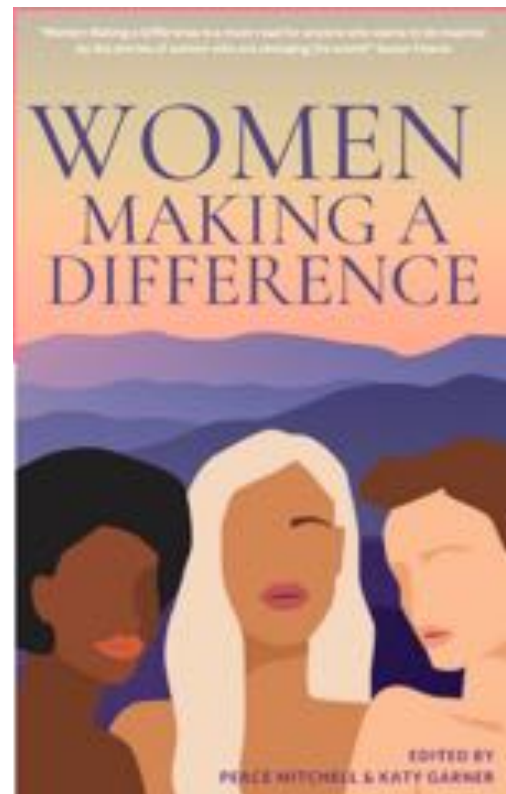
I also missed out on the Queensland Government Social Enterprise Growth Grant, the Westpac Fellowship and the AMP Futures programme. Government funding is super competitive so I'm not heartbroken. Disappointed but not devastated. Similarly with the Westpac and AMP Fellowships. It would have been amazing but it's just not my time yet. I'll keep putting my hand up to every opportunity I can because that's all you can do, really.

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

WRITING

It is an immense honour to have been chosen as a contributing author for the upcoming anthology, "Women Making a Difference." Collaborating with the talented Lauren E Daniels throughout this process has been an enriching experience, as she challenged me to refine and craft my words with precision.

The anticipation to share my contribution in 2024 is palpable, and I am eager to be part of a collective voice that celebrates and amplifies the stories of remarkable women making an impact.



Articles



Leanne Butterworth

The women changing the world awards recognises women around the world making a positive impact through the work they do

 The Women Changing the World



The Woman Creating Happier, Healthier Communities Through...

Leanne Butterworth Leanne Butterworth,...

humansoffuzia.com

Earlier this year, I was asked to contribute an article to the **National Firefighter Magazine**, a recognition stemming from my work with frontline service workers at Trek 2 Health.

With a focus on the critical role of healthy empathy in preventing burnout among our exceptional firefighters, I felt deeply honoured to undertake this task.

The opportunity to share insights and strategies through this platform is something I eagerly anticipate, as it aligns with my commitment to supporting the well-being of those who serve on the front lines.

I can't wait to share the article with you.



10

IMPACT

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

Makes me more conscious to consider the felt sense of communication to send out- never really stopped to consider before

How to communicate clearly with people remembering how i see things and how they see things could be different.

There is a slide having a quote - we judge others by their actions and ourselves by our intentions. It reminds me how I interpret other's actions.

Thanks for the very practical communication tips as well as the discussion around regulation of emotions prior to responding to difficult messages or circumstances

Provided logical, simple steps that can be incorporated in to all aspects of life and engaging with others.

SPEAKING & SPONSORSHIPS

11

In 2023, I engaged in a series of impactful speaking gigs highlighting the pivotal role of empathy in various spheres. At the **Ethical Enterprise Conference**, I delivered a keynote on empathy's crucial role in social enterprise. **She Simply Impacts** hosted my keynote on quieting the inner critic through healthy empathy.

In the **QPS Women's Wellness Conference**, I emphasised the importance of self-empathy for personal well-being. Empathy First sponsored a booth at the **Biig Conference**, and at the **L&D Festival**, I led a workshop on employing healthy empathy to combat workplace loneliness. Collaborating with **Motherland**, I created video content on healthy empathy in motherhood relationships for rural moms. In September, as the sole Australian representative, I presented at the **World Empathy Summit**, contributing to the global dialogue on empathy. And I was honoured to be invited to contribute to the **TEDx QUT** 10 year anniversary video.



12

2023 STATS

63 **Workshops & Talks (up 24)**

1360 **Participants (up 480)**

109 **Hours of in-person training**

1054 **Instagram followers (up 200)**

46 **Online course enrolments (down 40)**

4822 **LinkedIn connections (up 300)**

1369 **Empathy Edit Newsletter Subscribers (up 200)**

155 **Empathy Quizzes Completed (down 100)**

22 **Countries accessed training & quiz (same)**

TALKS & WORKSHOPS

13

In 2023, 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 your inner critic
- empathy and cultural mediation.

Thank you to our amazing clients:

- UQ Art Museum
- Murray Arts Museum Albury
- Domino's Pizza
- Marrickville Legal Centre
- UQ LeadHers
- Department of Veterans' Affairs
- Impact Boom
- Queensland University of Technology
- Trek2Health
- QUT Social Enterprise Leaders
- CASSI Health care
- Liberty Social Services
- Australian School of Entrepreneurship
- Hammond & Neale Project Managers



14

TREK2HEALTH



At Trek2Health, we're like a big-hearted family on a mission. Picture this: we're a nonprofit all about giving frontline workers and veterans that extra boost of physical and mental resilience. We're not just here to help; we're here to create a space that feels like home, where support is a given and nature is our healing partner. Our free, team-oriented journeys, nestled in the heart of the Australian bush, let us rediscover the simple joy of a good bush trek. It's more than just exercise; it's a chance to connect with awesome folks who get it.



Back in 2022, I crossed paths with the incredible CEO, Bruce Barker, at a Social Enterprise event in Parliament House. Since then, I've been the go-to person for bringing a touch of empathy and gratitude to the Trek2Health program. It's my way of blending my love for uplifting content, my knack for exercise physiology from my uni days, and my social enterprise smarts.

Helping out the frontline warriors I deeply respect? That's the real deal for me.



IMPACT BOOM

The Impact Boom Elevate+ program is an impact enterprise accelerator committed to cultivating sustainable and scalable ventures that generate positive social impact. In 2023, I had the privilege of contributing to this impactful initiative as both a facilitator for Theory of Change (TOC) sessions and as a mentor for a 2 incredible female social entrepreneurs. We delved into the crucial aspects of constructing a concise Theory of Change for their social enterprises, emphasizing the significance of a well-crafted TOC and Value Proposition.

As the program progressed, I returned to provide valuable pitch feedback to the enterprises gearing up for their 3-minute presentations at the Final Showcases. It's been a rewarding journey, witnessing the growth and development of these inspiring ventures.



MENTORING

Holly Winter - ASE

I feel incredibly fortunate to have been accepted into the Small Business Mentoring Program by the Australian School of Entrepreneurship. Throughout the year-long journey, my mentor, Holly Winter, infused unwavering positivity, constant encouragement, and valuable business acumen. Her steadfast belief in both my capabilities and the transformative influence of empathy in business has been truly invaluable. Under Holly's guidance, I found the courage to explore new avenues and push my boundaries, making this mentoring experience an enriching chapter in my entrepreneurial journey.



Julia Spicer - Queensland Chief Entrepreneur

I had the incredible opportunity to participate in a single mentoring session with Qld Chief Entrepreneur Julia Spicer, and it was nothing short of inspiring. Julia's warmth and expertise created an encouraging atmosphere. In just one session, her insights and encouragement propelled me to explore new horizons and approach my business endeavours with renewed vigour. Julia's belief in the power of empathy in business resonated deeply, making this mentoring experience with her both impactful and transformative.



ASIA PACIFIC CITIES SUMMIT & MAYORS' FORUM

17

Hosting a stand in Innovation Alley at the Asia Pacific Cities Summit & Mayors' Forum (APCS) in Brisbane was a remarkable experience. Against the backdrop of the 2023 Asia Pacific Cities Summit & Mayors' Forum, themed "Shaping cities for our future," I engaged in several impactful conversations about healthy empathy. With more than 1,100 delegates from 171 cities, including 118 Mayors and Deputy Mayors, the Summit provided a vibrant platform for networking and discussions on sustainability, connection, and legacy in urban development. The event featured world-class speakers, including Charles Montgomery, Andrew N. Liveris AO, Bo Seo, and Anthony Pratt, who brought these themes to life. It was a privilege to contribute to **Innovation Alley**, fostering dialogue on creating cities that prioritise the well-being and empathy of their residents.



IMPACT IN THE REGIONS

Participating in Kerry Grace's (pic) inaugural Impact in the Regions Conference was a truly enriching experience. I had the opportunity to lead a Masterclass on the Theory of Change for a dynamic group of purpose-led leaders, delving into strategies to address social challenges specific to regional contexts. Additionally, I co-hosted a session on empathetic problem framing alongside Emma Broomfield of Locale Consulting, exploring tools and techniques tailored to the unique needs of regional communities.



The conference, with its focus on fostering impactful solutions relevant to place, provided an inspiring platform to connect with like-minded individuals. Beyond the enriching professional interactions, I enjoyed the camaraderie, played a little golf, and engaged in insightful conversations. I left the event not only inspired and energised but also eager for the possibilities that next year's conference holds.

<https://socialimpactintheregions.com.au>

NEW RELEASES

I was so excited to launch three new products in 2023. The new online Course the Emotional Literacy Bootcamp, the new quiz How Empathetic is Your Team and The Empathy First Store!!



20

THE PROFESSIONAL EMPATHY PODCAST

In 2023, The Professional Empathy podcast had some exciting guests to discuss all things empathy. Thankyou so much to our guests!

Empathy and Menopause at Work

Sonya Lovell, menopause speaker, podcaster, and personal trainer, and I delve into the importance of empathy and understanding during the menopausal transition and how to support those going through it. Sonya draws from her personal experience of an induced menopause after breast cancer to empower women navigating midlife and menopause, and she normalises the conversation around menopause in the workplace.



Empathy and Conversations about Death

We discuss empathy and conversations about death with guests are Simon Lowe, co-founder of the Ageing Revolution, and Euan Black from the Good Death Impact Network. Simon and Euan, along with a team of collaborators, have created a card game called Carked It that aims to make talking about death something that is enjoyable, meaningful and even humorous.





Empathy and the Emergency Medical Dispatcher



Graeme L, an experienced emergency medical dispatcher, sheds light on the pressures and responsibilities that come with this vital role. Together, we delve into how practicing healthy empathy empowers him to connect with callers, coordinate with response crews, and collaborate with colleagues, ensuring that everyone receives the highest level of care.

Empathy is a Drag



Carrie the One – math teacher by day, amateur drag queen by night. Discover why Carrie embarked on this unique journey and the powerful impact she's making. From innovative teaching to breaking stereotypes, Carrie's story showcases the transformative power of self-expression.

Empathy and the Transgender Experience.



Hannah shares personal experiences and insights from her transition journey, discussing the challenges and triumphs faced by transgender individuals. We delve into the transformative power of empathy in addressing these challenges and turning moments of anger into productive collaboration.

22

PODCASTS


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



Optimal Conversations with Mary Wong
<https://www.buzzsprout.com/2042408/13968356>



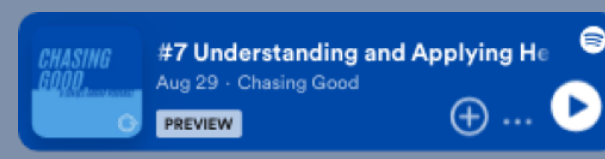
Solidarists with Alicia Kae Miller
<https://www.empathyuprise.com/solidarists-blog/episode-44-lifesaver>



Thriving Educator with Charle Peck
<https://podcasts.apple.com/au/podcast/empathy-training-to-level-up-your-mental-health-program/id1677382954?i=1000626164135>



Bold & Brave with Renee Shea
https://www.podomatic.com/podcasts/renee52795/episodes/2023-06-20T15_00_00-07_00



Chasing Good with Cirqle Group
<https://open.spotify.com/episode/095GR5ASRnuon51zujKYBw>

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!

The logo for Hello Good World, featuring the words "hello", "good", and "world" stacked vertically in a lowercase, sans-serif font.

Hello Good World

Corporate Gifts

The logo for Law on Earth, featuring the words "law", "on", and "earth." stacked vertically in a lowercase, sans-serif font, all contained within a blue rounded square.

Law on Earth

Legal Support



Green Fox Studio

Graphic Design



Renee Shea

Social Media, Photography and Videography

VOLUNTEERING

"I sought out Leanne to help me better understand how my business functioned as a social enterprise and put together an effective pitch. I was terrified of the pitch, and working with Leanne was such a huge relief. She is a fantastic communicator, has a quick mind that is able to understand complexities and has an amazing capacity for empathy, which is exactly what I needed. I would highly recommend her to anyone looking for a mentor."

Christina C, Impact Boom Mentee

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 continue my role as an Activator and pitch coach for MacGregor State High School. Our team came equal 3rd! Well done to everyone involved. I can't wait to work with this year's winners!!

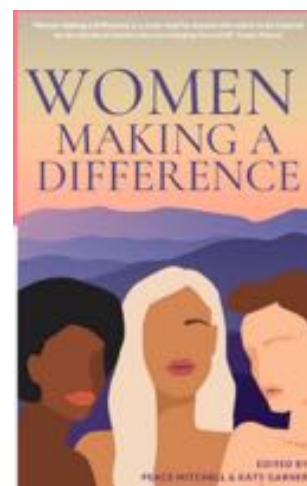


COMING UP IN 2024

25

2024 Launch of Women Making a Difference

I look forward to sharing my contribution at the book launch in London in May 2024. Meeting my fellow authors in person will be a highlight, and hearing their inspiring stories has already been a great experience. I'm genuinely eager to celebrate and amplify the impactful stories of these remarkable women.



PSA Academy 2024

In 2024, I am thrilled to be part of a transformative journey aimed at developing professional speakers. Engaging in a 12-month supported program under the **Professional Speakers Association (PSA)** promises to lay the essential foundations for a successful speaking business. This exciting opportunity allows me to focus on my speaking goals with confidence, providing the support needed to step up my keynote game. I look forward to honing my skills, expanding my reach, and embracing the challenges that come with advancing my career as a professional speaker. This program is set to be a pivotal step in elevating my presence and impact in the world of empathy, social enterprise and public speaking.



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, the Social Impact Fellowship Cohort as well as the team at Women Making a Difference. Bring on 2024!



@EmpathyFirstHQ



leanne@empathyfirst.com.au



www.empathyfirst.com.au