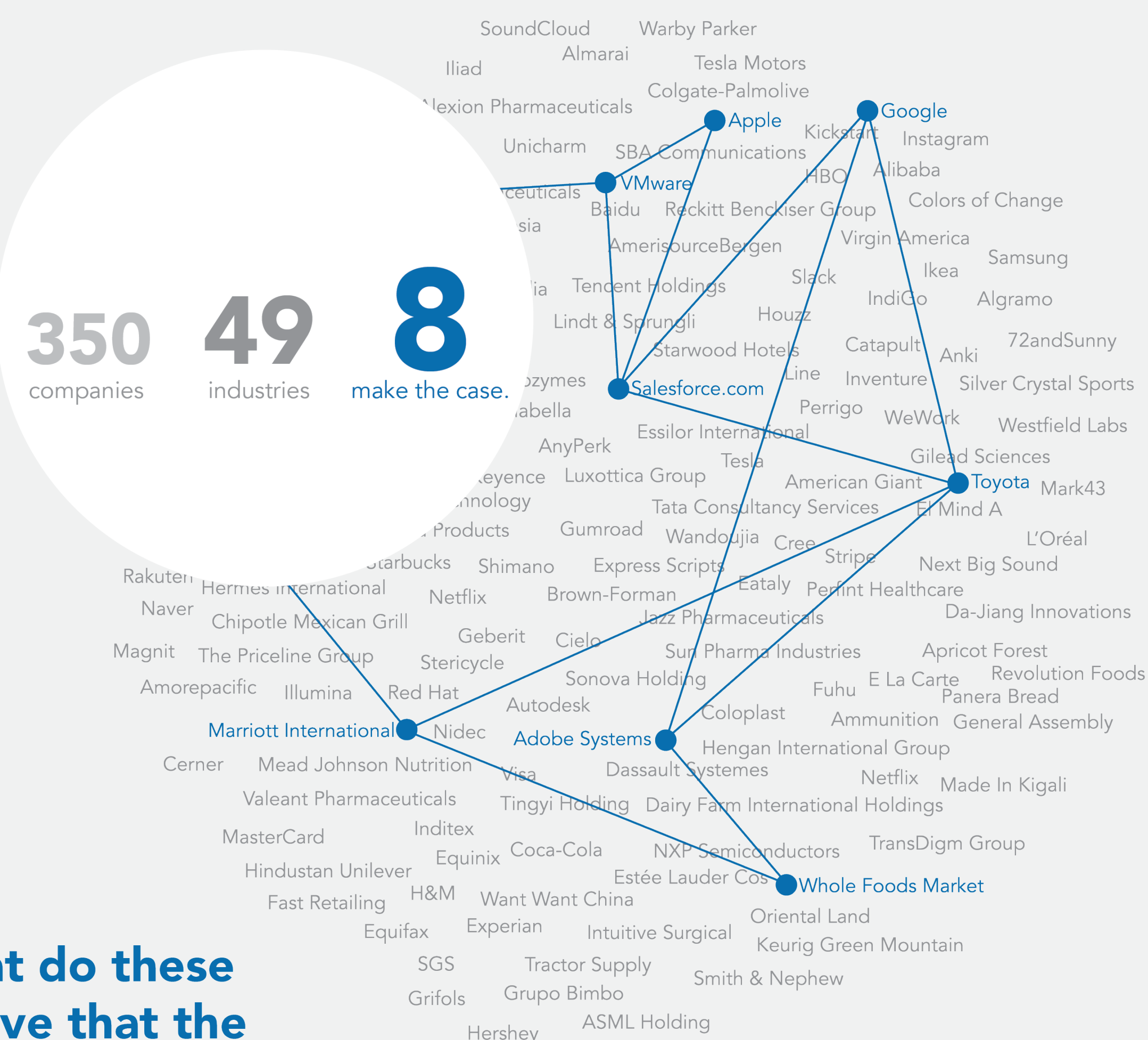


## Is compassion relevant to business success?



### What do these 8 have that the others don't?

These "players" relentlessly innovate AND continue to WOW their people & customers...is compassion the x-factor?



### Method

I looked at academic and business literature, case studies and popular awards and recognition to determine if compassion is relevant in a business context and then whether or not there is a way to frame compassion so that it becomes a fundamental leadership competency.

Once I was able to establish that compassion is a critical link between people centered cultures, effective leadership and big results, I infused my experience, trusted thought leaders and original thinking to create a framework to make compassion more accessible and actionable for leaders.

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# compassion factor

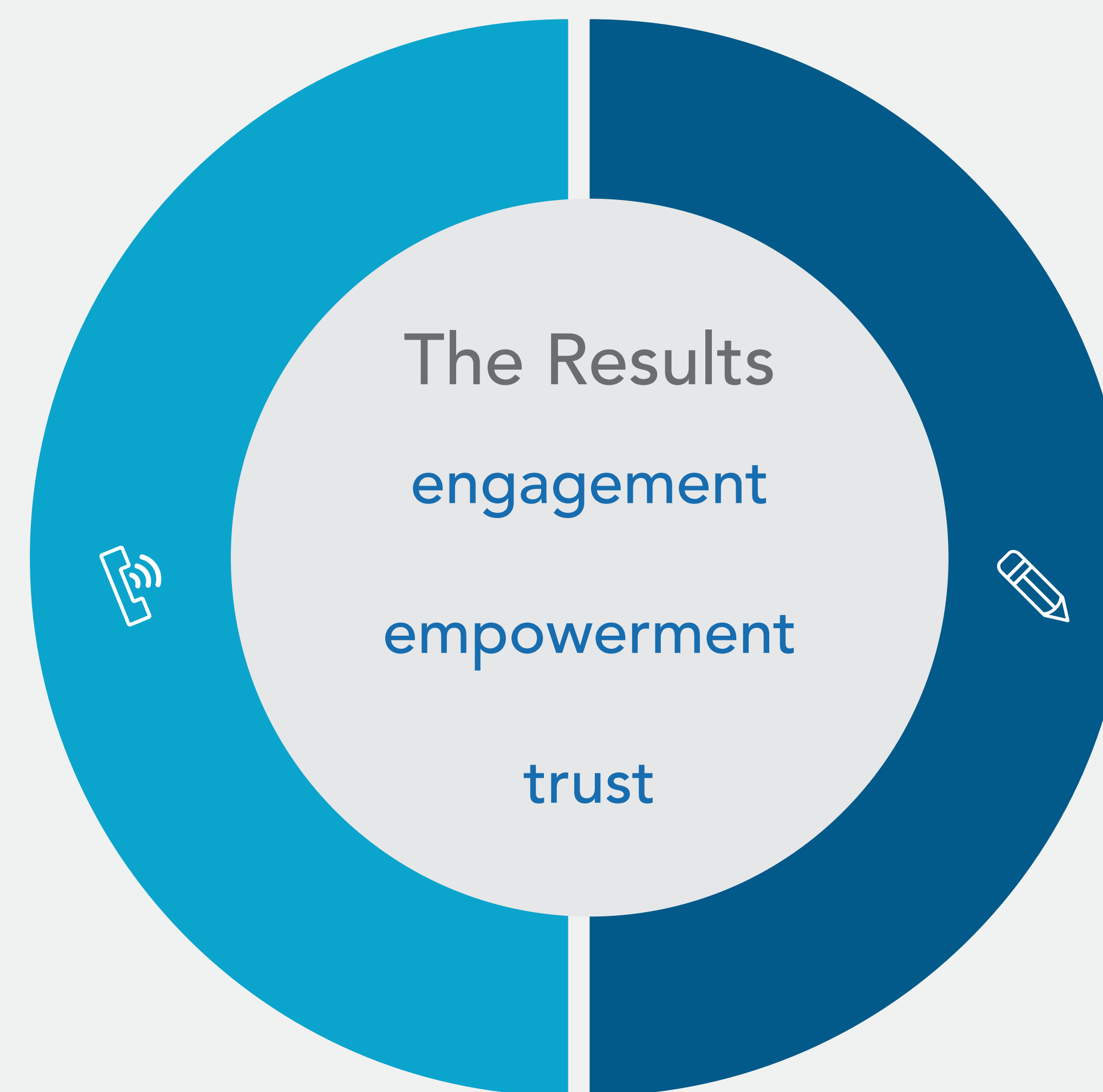
The intersection of culture, leadership and results.

## IT STARTS WITH THE RIGHT INPUTS

Assuming we have made the case to consider compassion as a serious, if not necessary, component of business success, we must answer the "now what" question. Executional success lies in the balance of three parts: first knowing why we should consider compassion; second, what compassion is; and, third how we convert intent into action. This last part, the how, is comprised of three key components: **Attitude, Awareness, and Acumen**. These three are activated through high-impact **communication** and **decision making**.

People First. Big Results.

Catalysts  
 communication  
 decision making



acumen  
 awareness  
 attitude

Cyndee Lake, Master of Arts Candidate  
 Human Dimensions of Organizations  
 The University of Texas at Austin

### Conclusions

**Compassion absolutely is relevant to business success.** The Compassion Factor focuses on the specific mindsets, behaviors and habits that allow us to effectively transcend traditional organizational boundaries, appreciate each other and consistently deliver great results.

To codify and simplify attitude, awareness and acumen, I developed the GUIDE™ framework to activate the catalysts of communication and decision making.

### GUIDE™

**GOAL CLARITY** inspires purpose by setting a goal that is relevant.

**UNLOCK COMMITMENT** engages people by aligning to what matters to them.

**IMPACTFUL IDEAS** motivates and connects people to the work by answering "what" and "so what".

**DECISIVE ACTION** drives action by clearly defining "now what".

**EXECUTION EXCELLENCE** empowers shared commitment and accountability by knowing what success looks like for everyone.



Want to know more? Contact Cyndee Lake @ 512.863.2340 OR join the discussion at [www.thecompassionfactor.com](http://www.thecompassionfactor.com)