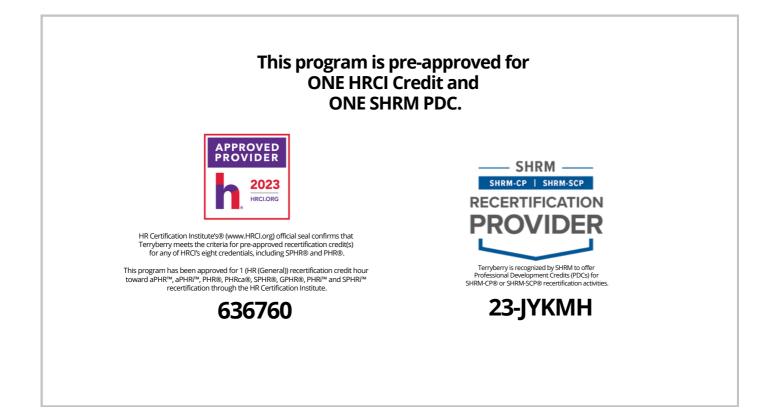


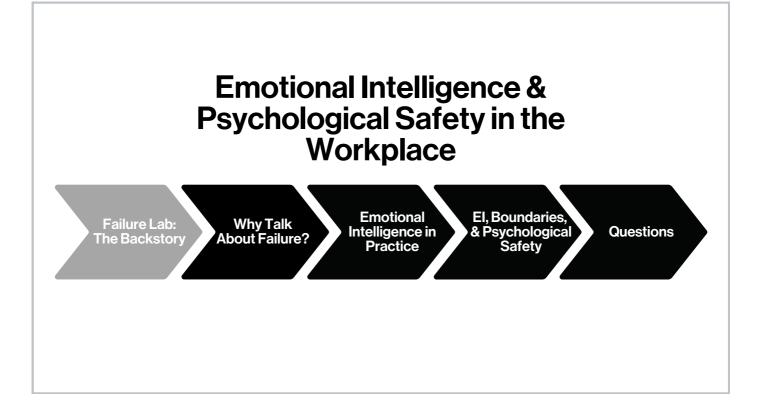


HELLO MY NAME IS

Anna Baeten

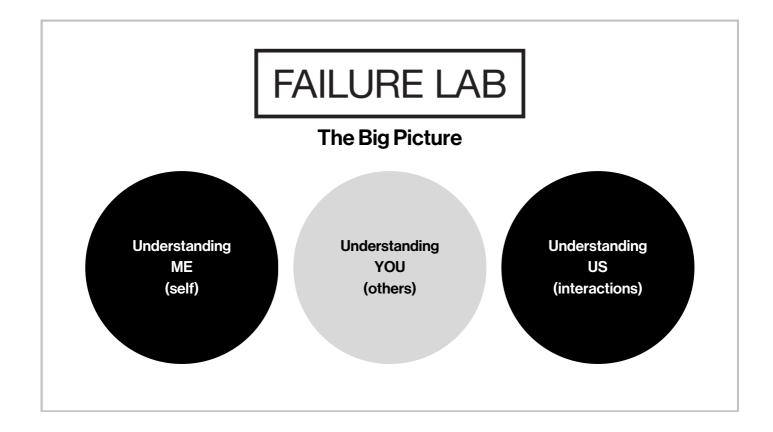
- Failure Lab Director of Corp Training
- Educational Background: Biology & Professional Ethics
- Professional Background: Organizational Scaling, Marketing, & Leadership Development
- 2 Kiddos (Emerson & Porter) + 1 Black Cat (Kimchi) + 2 Dogs (Kevin & Brian)

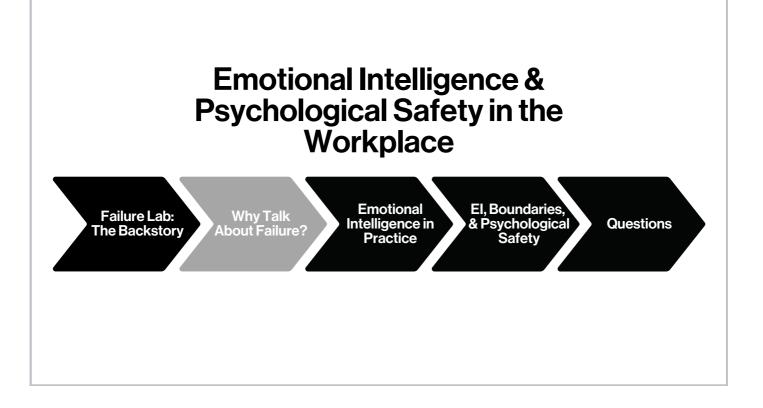






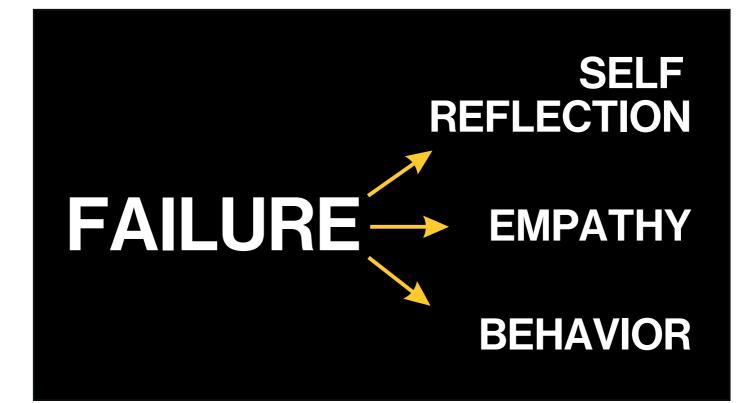
The Failure Lab Backstory (10 minutes)





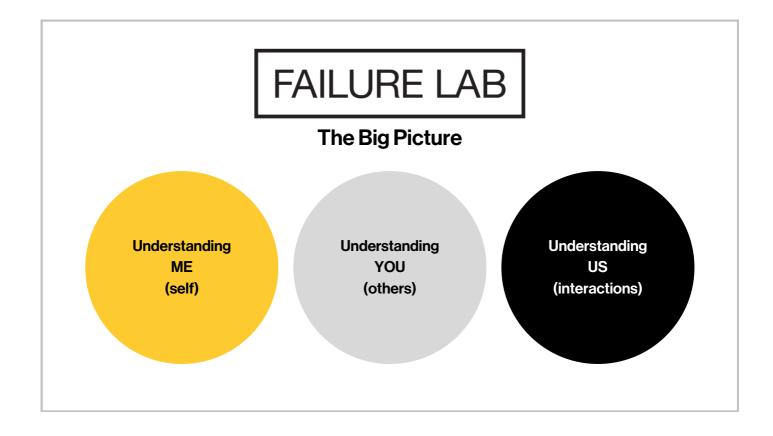
FAILURE = STRESS = DISCOMFORT

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At Failure Lab, we use failure as an entry point to self reflection, empathy, & behavior.

Which is just another way of explaining the ME, YOU, US framing of the previous slide.



What experiences FEEL like failure to you?

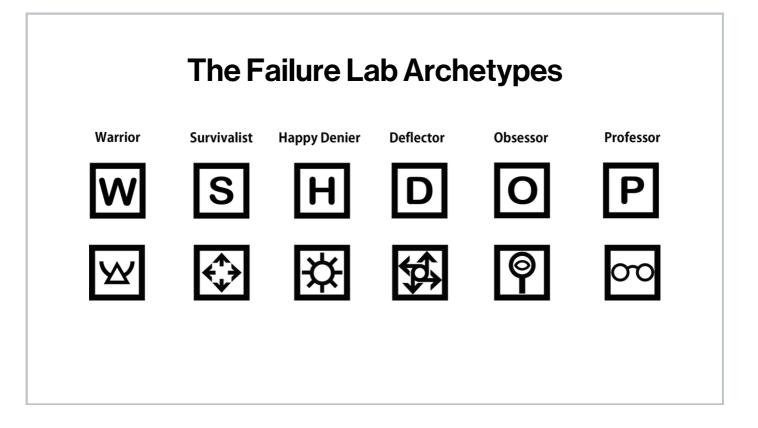
At Failure Lab, the first question we ask is: "What is your most instinctual response to failure?" If you completed the Archetype Assessment, that is the foundational question of that tool.

The second question is: "What does failure FEEL like to you?"

We are completely uninterested in defining experiences or events as successes or failures.

We ARE; however, interested in exploring what failure FEELS like to different people.

And when I say FEEL, I mean feel. What does it feel like IN your body? What starts happening inside your head? What is that inner voice saying?



These types of questions led to the creation of the Failure Archetype Assessment.

We created the Failure Archetypes for a couple of reasons:

1. An accessible entry point to the discussion. It didn't take us long to find out that just asking "what is your relationship to failure" was an obtuse and awkward way to start the conversation.

2. Personality tests are fun. Even people that don't love personality tests want to TALK about why they don't like personality tests....which gets us to where we want to be - people talking to one another.



3. It is our first introduction to the concepts of: Fight, flight, freeze.

One of the most underlying premises of the Failure Lab training is that in order to be more effective, efficient, and socio-emotionally responsible humans, we MUST work to understand our own reactivity and the reactivity of those around us.

And to understand that, we have to delve into the relationship between our physical bodies and our intellectual minds.

Again, what does failure FEEL like to you?

The Failure Lab Archetypes

Warrior: Action, emotion, & charisma driven. **Survivalist:** Solution & implementation driven.

Happy Denier: Peace-keeping & positivity focused. Deflector: Skilled at redirection & adaptive refocusing.

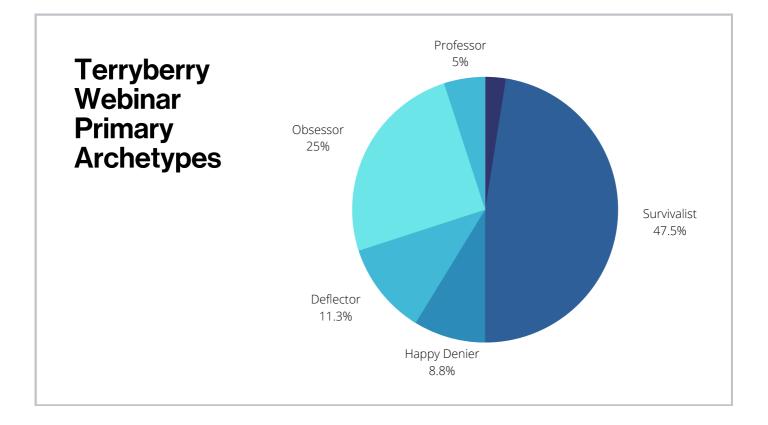
Obsessor: Detailed, attentive, and prone to circular thinking. **Professor:** Knowledge-for-the-sake-of-knowledge-driven

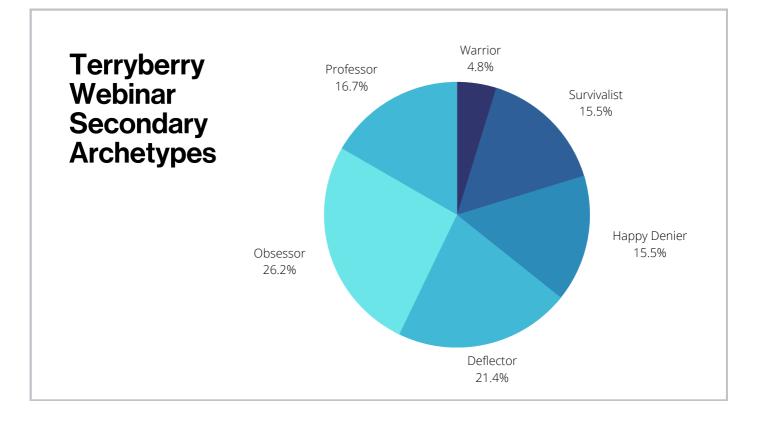
Make the quiet parts loud.

Again, what does failure FEEL like to you?

What is that inner voice saying inside your head?

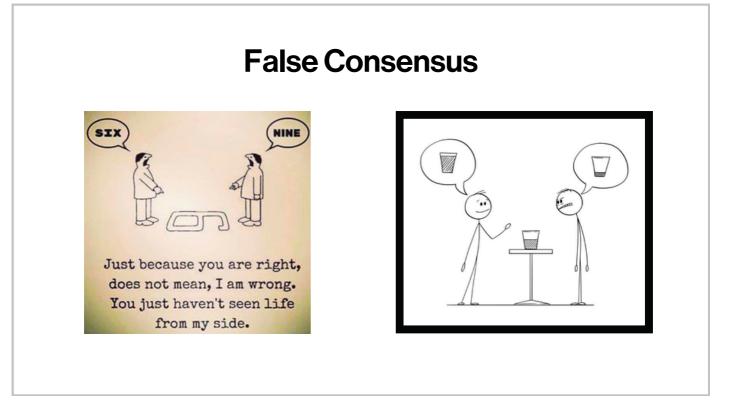
We start with ourselves. Emotionally Intelligent SELF reflection - a large part of which is giving language to feelings of failure, stress, & discomfort.



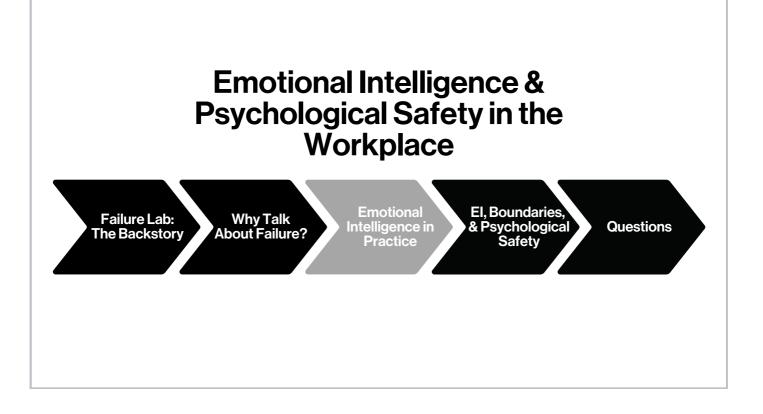


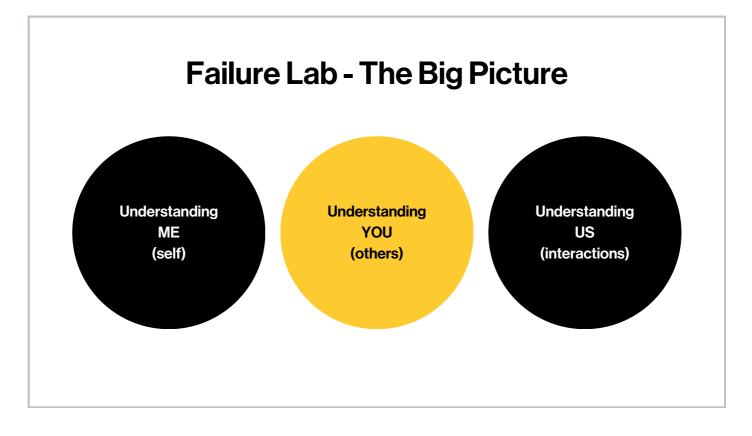
Why does this MATTER?











Failure Lab's purpose is to work on the HUMAN component of all of this work.

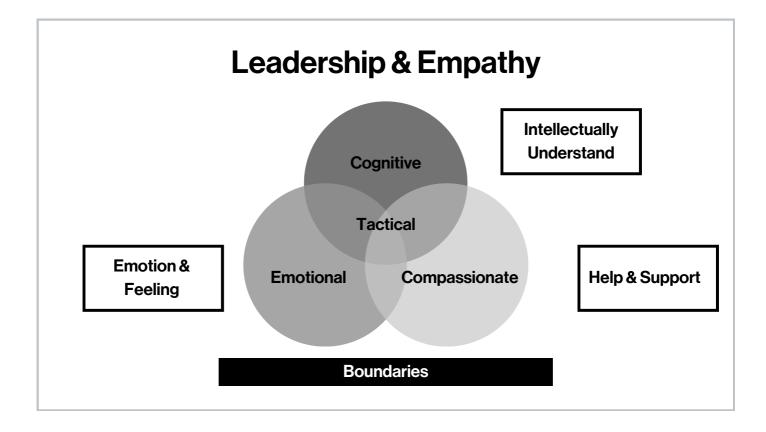
Yes, we want to give you tactics - but there a lot of TACTICAL resources out there - find the ones you like the best. Almost all of them will work if you are good at the HUMAN part.

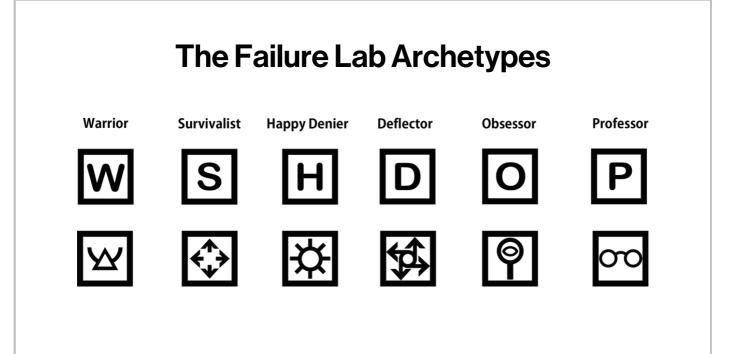
Goleman's Three Types of Empathy

- **Cognitive Empathy** (The desire to understand): Cognitive empathy is about perspective-taking. We intellectually imagine what it might be like to be a person in a specific situation or circumstance.
- **Emotional Empathy** (The desire to feel): Emotional empathy leverages the mechanisms of social mirroring and puts us in touch with what another person is feeling. You're no longer just thinking about what they might be feeling; you're in touch with those feelings yourself.
- **Compassionate Empathy** (The desire to help and support): This type of empathy goes beyond mere understanding and moves us to active altruism; it's feeling with someone and feeling the desire to take supportive action.

Voss' Tactical Empathy

- Voss defines empathy as "paying attention to another human being, asking what they are feeling, and making a commitment to understanding their world." Tactical empathy is one step beyond straight-up empathy; it is "understanding the feelings and mindset of another in the moment and also hearing what is behind those feelings. It is emotional intelligence on steroids."
- Voss emphasizes that tactical empathy is **"not about agreeing with the other person's values and beliefs or giving out hugs**....it is trying to understand a situation from another person's perspective."





Let's take the "Empathy Temperature" of this Room





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The Empathy Spectrum

1 - I have trouble empathizing

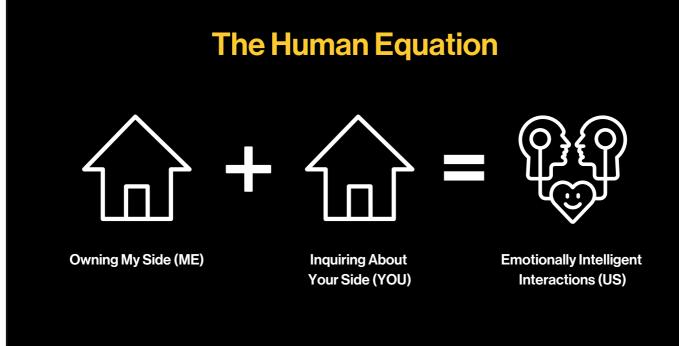
10 - I feel ALL the feelings of everyone.

Emotional Intelligence in Practice

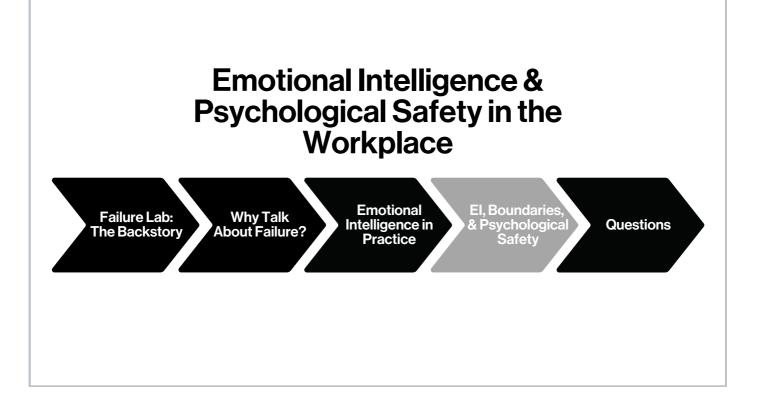
Between stimulus and response there is a space. In that space is our power to choose our response. In our response lies our growth and our freedom.

- Viktor E. Frankl (neurologist, psychologist, Holocaust survivor)







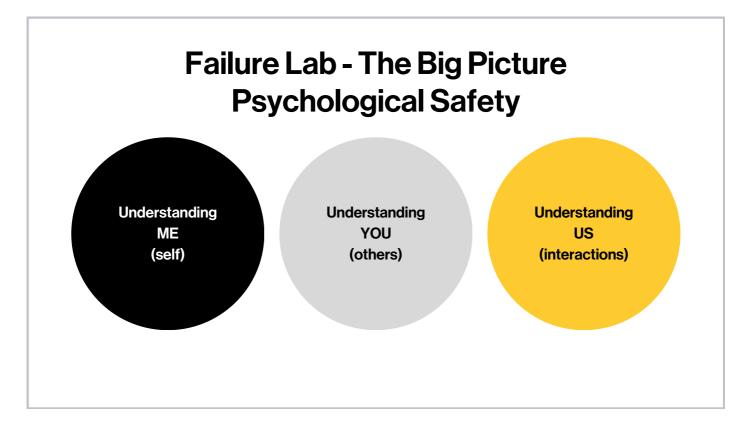


"Your role as a manager/leader is to support the people within your care within the boundary of your professional relationship"

- Really Smart Workbook on Management....

Emotionally Intelligent AND Boundaried Leadership

- Noticing Baseline & Variants
- Willingness to Pause
- Acknowledgement
- Creating Boundaried Space



GOOGLE STUDY

Over two years Google conducted 200+ interviews with Googlers (our employees) and looked at more than 250 attributes of 180+ active Google teams.

They were confident that they would discover the WHO - the perfect mix of individual traits and skills necessary for a stellar team -- take one Rhodes Scholar, two extroverts, one engineer, & a PhD. Voila. Dream team assembled, right?

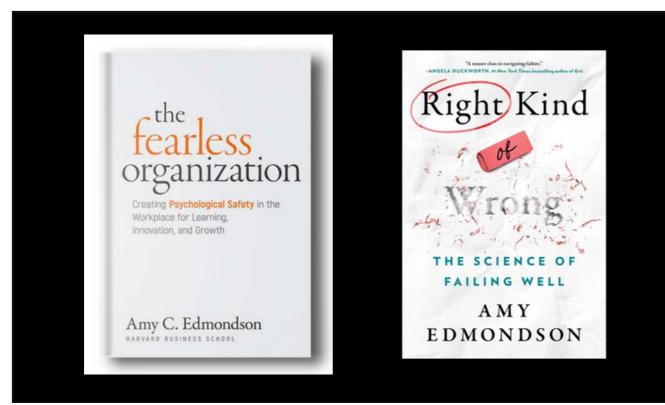
180 teams, SO much data - NO specific personality type, skills or traits...

So they started looking at the HOW. They started studying how group norms impacted Google's teams. In looking closely at which norms mattered most, Google identified dozens of behaviors that seemed important, except sometimes the norms of one effective team contrasted sharply with those of another equally successful team.

Was it better to let everyone speak as much as they wanted, or should strong leaders end meandering debates? Was it more effective for people to openly disagree with one another, or should conflicts be played down? The data didn't offer clear verdicts. In fact, the data sometimes pointed in opposite directions.

This is when the Google Team with Project Aristotle came across Amy Edmonson's concept of physiological safety, and everything suddenly clicked into place for the researchers. Google's data

indicated that psychological safety, more than anything else, was critical to making a team work.



Psychological Safety

The belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes, and that the team is safe for taking interpersonal risks.

Amy Edmonson

"A belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes." It's a way to describe a team climate characterized by interpersonal trust and mutual respect in which people are comfortable being themselves.

The single most powerful contributor to psychological safety is vulnerability, or a willingness to openly admit our failings.

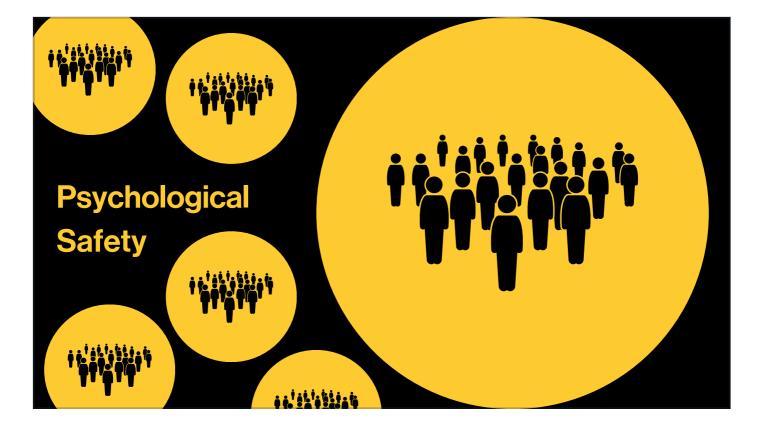
Psychological Safety

Psychological safety, more than anything else, was critical to making a team work. While companies try to train for an optimize everything, it's sometimes easy to forget that success is often built on experiences — **like emotional interactions and complicated conversations and discussions of who we want to be and how our teammates make us feel** — that can't really be optimized.

Amy Edmonson

"A belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes." It's a way to describe a team climate characterized by interpersonal trust and mutual respect in which people are comfortable being themselves.

The single most powerful contributor to psychological safety is vulnerability, or a willingness to openly admit our failings.



Psycholog

