**Draft letter**

Subject**:**The core of *Empathy* is becoming human

Dear …………..,

The book *Empathy* is about, standing imaginatively in the shoes of other people. In the shoes of the consumer for business reasons, but also in the shoes of our colleagues, friends and family to live a happier live.

Therefore, the word *Empathy* is in many respects a very important word. It has many meanings and is extremely powerful? The reason is that *Empathy* is an ideal that has the power both: to transform our own lives and to bring about fundamental social change. Empathy can even create a revolution. A revolution of human relationships.

Currently we are part of a historic wave of *Empathy* that is challenging our highly individualistic, self-obsessed cultures. Cultures in which most of us have become far too absorbed in our own lives to give much thought to anyone else’s.

*Empathy* is an art. The art of stepping imaginatively into the shoes of another person or a group of people, understanding their feelings and perspectives, and using that understanding to guide *our* actions. So, *Empathy* is distinctly different from expressions of sympathy – such as pity or feeling sorry for somebody. These sorts of feelings do not involve trying to understand the other person’s emotions or points of view. *Empathy* is making the effort to look through other people’s eyes.

The author formulated *The Six Habits of Highly Empathic People*. But he also remarks in his book:

*‘I am not writing this book as someone who has mastered the art of empathy and who practices all six habits with ease. Far from it. I gradually became convinced that the most effective way to achieve deep social change was not through the traditional means of party politics and introducing new laws and policies, but through changing the way people treated each other on an individual basis – in other words, through Empathy’.*

We must find the ways to escape the boundary of our egos and to gain fresh perspectives on how to live. We need a better balance between gazing inwards and looking outwards. As Goethe, a well know German philosopher, writer and poet from the 18th century said: *“We should seek to understand who we are, by stepping outside ourselves and discovering the world”.*

Opening our eyes with the help of *Empathy* to live a more glorious life and solve problems by understanding other people better, seems the way forward. I am thrilled about the content of the book and I will certainly dive deeper into the subject of *Empathy.*

Learnings must be activated. *‘Actions for impact’* sums up how to activate the learnings from this book. Go to the Global Reading Club website, listen to the Podcast (20 minutes), study the *‘Actions for impact’*, Here is the link: <https://globalreadingclub.com/books/empathy>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book The Challenger Sale.