



Case study on changing mindsets through Empathy-building: Bangladesh

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Guiding questions

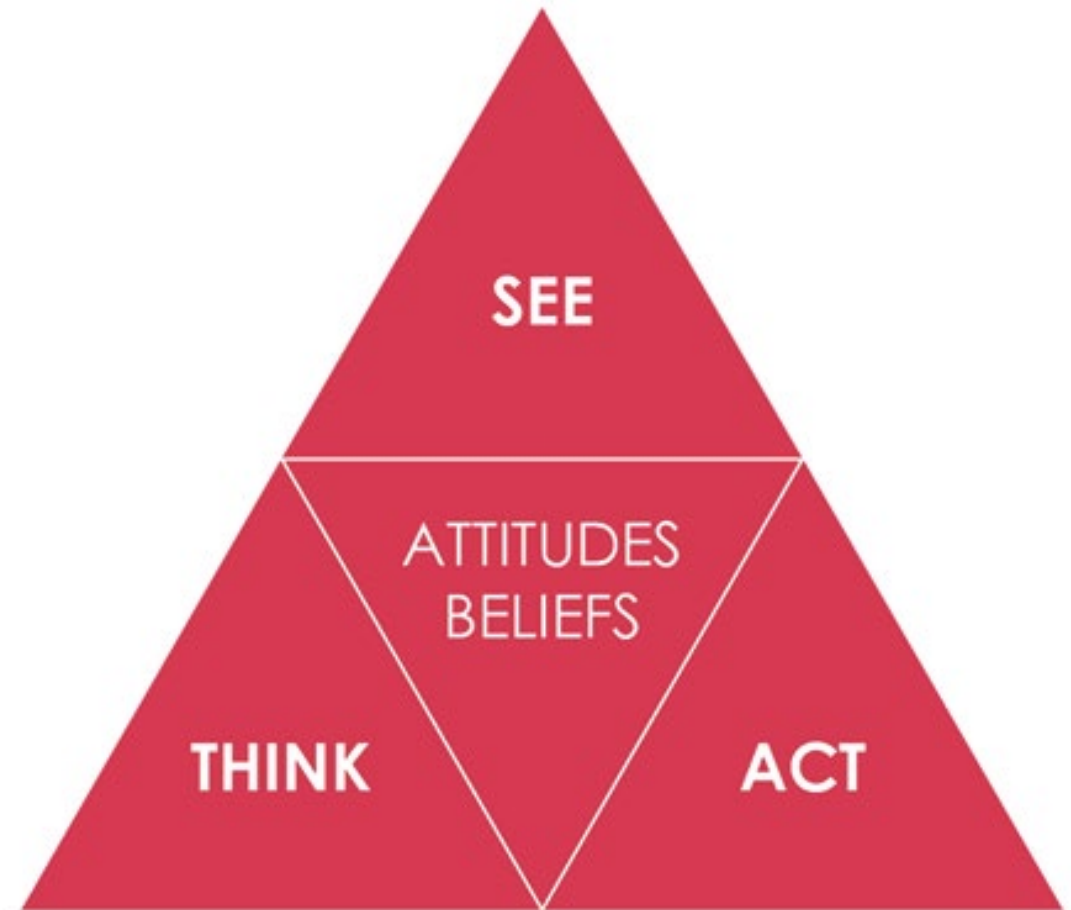
- **Why is empathy-building important for changing mindsets?**
- **How can empathy be built among civil servants?**

Why are mindsets important? What is their impact?

See” refers to our perception system - what we see and hear, not just in the physical world, but socially, culturally, politically. How we ‘see’ things is largely determined by the ‘frames’ we use to make sense of reality.

Think” refers to the way we make sense of situations (consciously or subconsciously). We develop mental models of how the world works and anticipate how causes and effects may lead to certain situations. This also affects the way we interpret information, create patterns and ask critical questions.

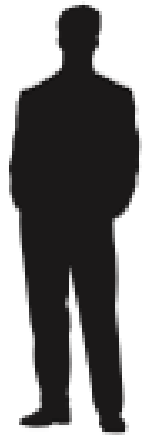
Act” refers to the ways we use the data and signals we see and think about to inform the behaviours and activities we deem possible and appropriate, and the manner in which we’ll carry them out.



Increasing knowledge - read more, do more, experience more
(diverse)

Becoming aware of **cognitive biases** and how they shape and limit how you think

Shifting one's frame (changing the perception of a problem)



PROXIMITY



Empathy is about putting yourself into the shoes of others...
Proximity is essential for building empathy. You need to directly engage with the people most affected.

Bangladesh

- Population-168 million people- 8th largest in the World
- Size of Economy- 33rd in the World (PPP-wise)
- GDP growth rate- @6.5 over the last decade; @7.5 over the last 3 years
- Literacy rate- 73%
- Poverty rate: 14.8% (WB estimate)- 24 million people
- 2 million youth enters job market every year



Empathy-building workshop: objectives

- **Building empathy with service seekers**
- **Building empathy with frontline service providers**
- **Changing mindsets through increasing knowledge, removing biases and shifting frames**

Empathy-building workshop: Peer learning process

- Junior and mid-level civil servants
- Class of 36 divided into 6 groups
- On day 1, plenary session discusses impact of mindsets on policy-making and service delivery
- Participants discuss in groups their knowledge and understanding of mindsets and service delivery
- On day 2, participants are dispatched in pairs to various service delivery points to experience, observe and listen
- On day 3, they discuss in groups their findings
- Plenary session synthesizes findings of all groups

Empathy-building Process

Experience

Seek a service at a local level public service point to experience the service delivery process as an ordinary service seeker.

Health and Family Planning, Social Security, Agriculture, Fisheries, Livestock, Land, Police, Education

Ask questions to service providers: What, Why, How, When

Take note of the experience

Observe

The environment: welcoming, intimidating, neutral?

Service seekers: Gentle, rude, neutral?

Service providers: Gentle, rude, neutral?

Take note of observations

Listen

Interview service seekers

Interview service providers

Take note of the conversations.

Empathy-building workshop: outcomes

- **Policy implications better understood**
- **Policy outcome better understood**
- **Policy reform needs better understood**
- **Ways to improve service delivery better understood**
- **Capacity-building needs better understood**

Q & A

- Thank you
very much