



## Belinda Parmar OBE

Empathy and Innovation Expert, Corporate Activist

*"More empathic companies are more profitable"*

Belinda Parmar OBE is a diversity campaigner, the founder of The Empathy Business and a Non-Executive Director for the Ministry of Defence. She is the creator of the Global Empathy Index, published in the Harvard Business Review measuring corporate empathy. She has just developed the new Empathy Index powered by AI which combines large language models with sentiment analysis while using human intervention to deliver an empathy ranking for companies.

### TOPICS:

- Being Human at Work...Remotely
- Emotional AI
- The Power of Empathy: Creating a Culture of Responsible Leaders
- Redefining Femininity: How to Attract and Retain Talented Women at Work
- Human Tech: How to Build Products and Teams to Create Tech that Serves Humanity
- The Power of Empathy in Business
- Emotional Intelligence
- Cultural Transformation

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

- 2016** Little Miss Geek: Bridging The Gap Between Girls and Technology (2nd Edition with foreword from Jimmy Wales/Founder of Wikipedia and Martha Lane Fox/Baroness Lane Fox of Soho CBE)
- 2014** The Empathy Era: Women, Business and the New Pathway to Profit
- 2012** Little Miss Geek: Bridging The Gap Between Girls and Technology

### IN DETAIL:

Belinda uses the science of empathy to change the way companies transform their organisations focusing on leadership, communications and operations. She works with CEOs and leaders of large companies to embed empathy at scale. Her work focuses on effective leadership, language and measurement using the power of empathy. Her innovative approach to measurement and cultural transformation has yielded commercial results amongst the most complex companies in the world. Her client list includes Barclays, King, Lloyds, Centrica, Direct Energy, Lexus and the UK government. Belinda is a Young Global Leader for the World Economic Forum and regularly speaks at Davos.

### WHAT SHE OFFERS YOU:

Belinda dispels the myths that empathy is about being nice (that's sympathy) and also that empathy cannot be measured. Based on her vast experience of working with large companies, Belinda shows using "nudges" that collective change can be achieved to benefit the financial health of the business and the health of employees.

### HOW SHE PRESENTS:

Belinda enjoys working with event coordinators to customise her talks within the scope of her work.