



Heart pie chart - my concept and execution integrated into stock art

## Compassion, a Key Ingredient to a Successful Business

In the 36 years I've been running Streeter Printing, I've found that compassion for my employees is very much appreciated, inspiring them to feel how they are a valued part of our printing family. When employee issues arise, I've learned that being a compassionate liaison for all sides provides the best environment to encourage successful problem resolution.

This holds true for clients as well. If a client expresses unhappiness, I always consider the situation from their perspective. As their feelings are heard, often our relationship is strengthened. Dissatisfaction can turn into appreciation. In my experience, both compassion and high quality work have been key to growing our business. Can you infuse more compassion into your business?

This [article](#) talks further about the benefits of running a business with compassion.

**CLIENT:** Adrienne Streeter, Streeter Publishing

**OVERALL STRATEGY:** Incorporate more heart and personal experience into her blog posts

**TOPIC:** Compassion in business

**COPY PROVIDED:** *I have found that compassion for my employees is appreciated by them and they feel like they are part of our printing "family." Also, when a client expresses their unhappiness, I ALWAYS consider the situation from their perspective. By doing that, they are appreciative and just want to be heard. Sometimes my employees will get "defensive," so I have to be a compassionate liaison for both sides to solve the problem.*