

Empathy MAP

THINK & FEEL

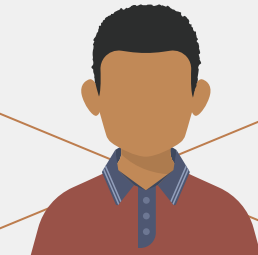
What do they believe?
What inspires them?
What emotions and feelings do they experience?

HEAR & SEE

What do they observe in their context?
What messages are communicated to them?

SAY & DO

What are their perspectives?
What are their behaviors?
How do they respond to the world around them?



What are their strengths, gifts, assets, and resources (tangible and intangible)?

STRENGTHS

PAIN

What frustrates them?
What challenges do they experience?

GAIN

What do they want?
What are their aspirations?
What are their goals?