

EMPATHY MAPPING

Why is it used?

Empathy mapping can be used to provide a deeper understanding of the stakeholder groups involved in your change initiative to support the development of stakeholder engagement and communication strategies, and to support individuals through the transition and change.

Instructions:

1. Select a persona or stakeholder group to focus on for the empathy map.
2. Draw the diagram below on flipchart/whiteboard with that persona/segment indicated in the centre circle.
3. Collaboratively begin to build your map considering the following questions:
 - What do they **think & feel**? What are matters of importance to them? What might motivate them?
 - What do they **see**? What might they observe in their environment? Who might influence them?
 - What do they **say & do**? What are their attitudes? What might they be telling others?
 - What do they **hear**? What are their colleagues saying? What type of communication method might reach them?
 - What are the points of **pain**? (Frustrations, perceived obstacles, etc.)
 - What are the points of **gain**? (How might they measure success? What do they truly want to achieve?)
4. Indicate these on the Empathy Map with sticky notes and then compile all results and discussion.

