

EMPATHY MAP

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is a tool that helps us to improve our knowledge of a person, in this case our client, in anticipation of a future business meeting.

FORM TO COMPLETE

We present below an empathy map with a detail of each question, as well as a form to complete.

QUESTIONS

This is presented as a set of 6 questions that we are going to ask ourselves in order to prepare for the meeting.

ADAPTATION

We can use these same questions, adapting them slightly for other types of interaction:

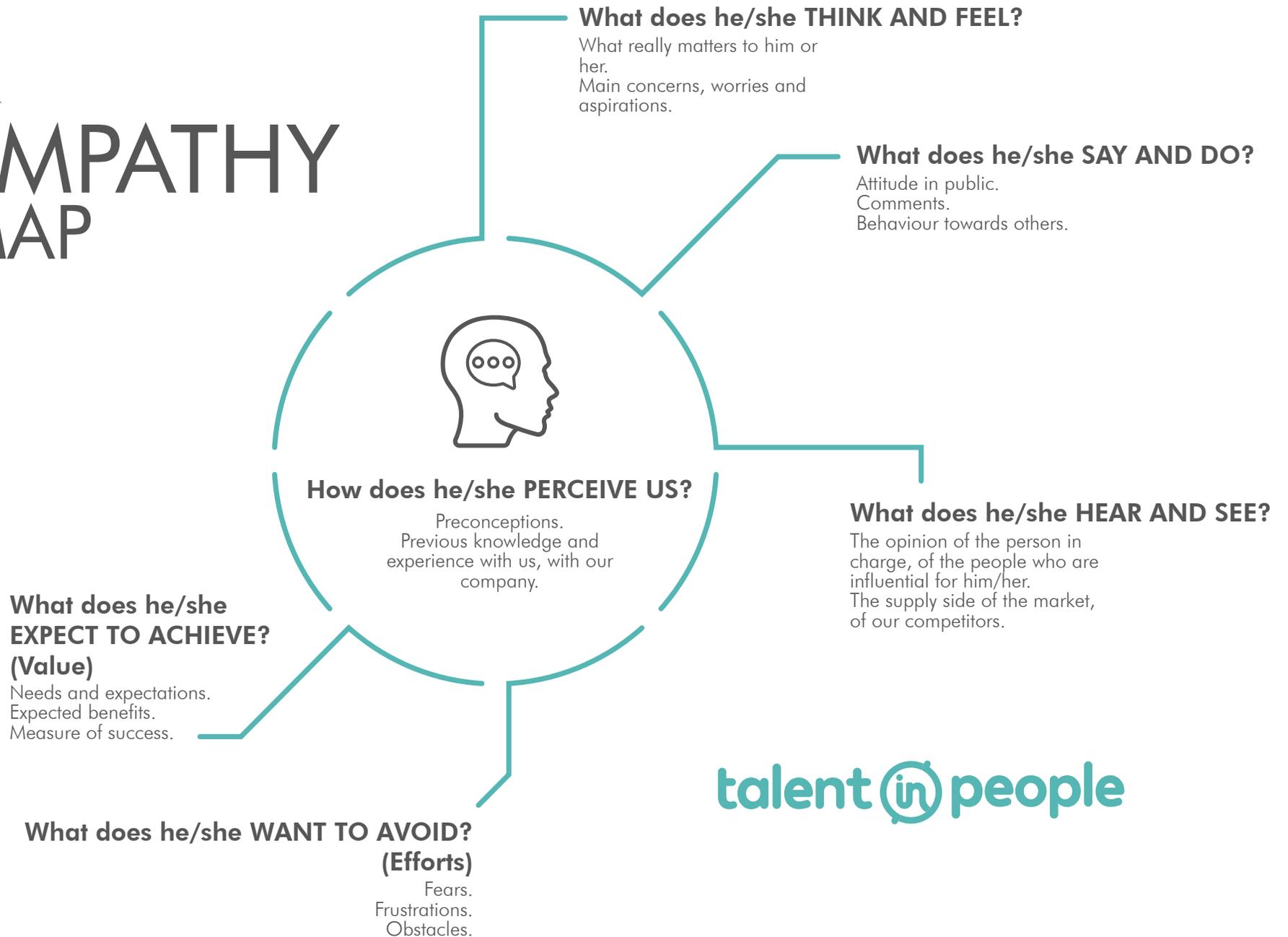
- A negotiation (empathy map of our interlocutor).
- A meeting (empathy map of the participants).
- A presentation (empathy map of the attendees).
- A training session (empathy map of the students).

ANSWERS

If we do not have the answer to some of the questions, we can:

- Make assumptions.
- Investigate.
- Ask at the beginning of the meeting.

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