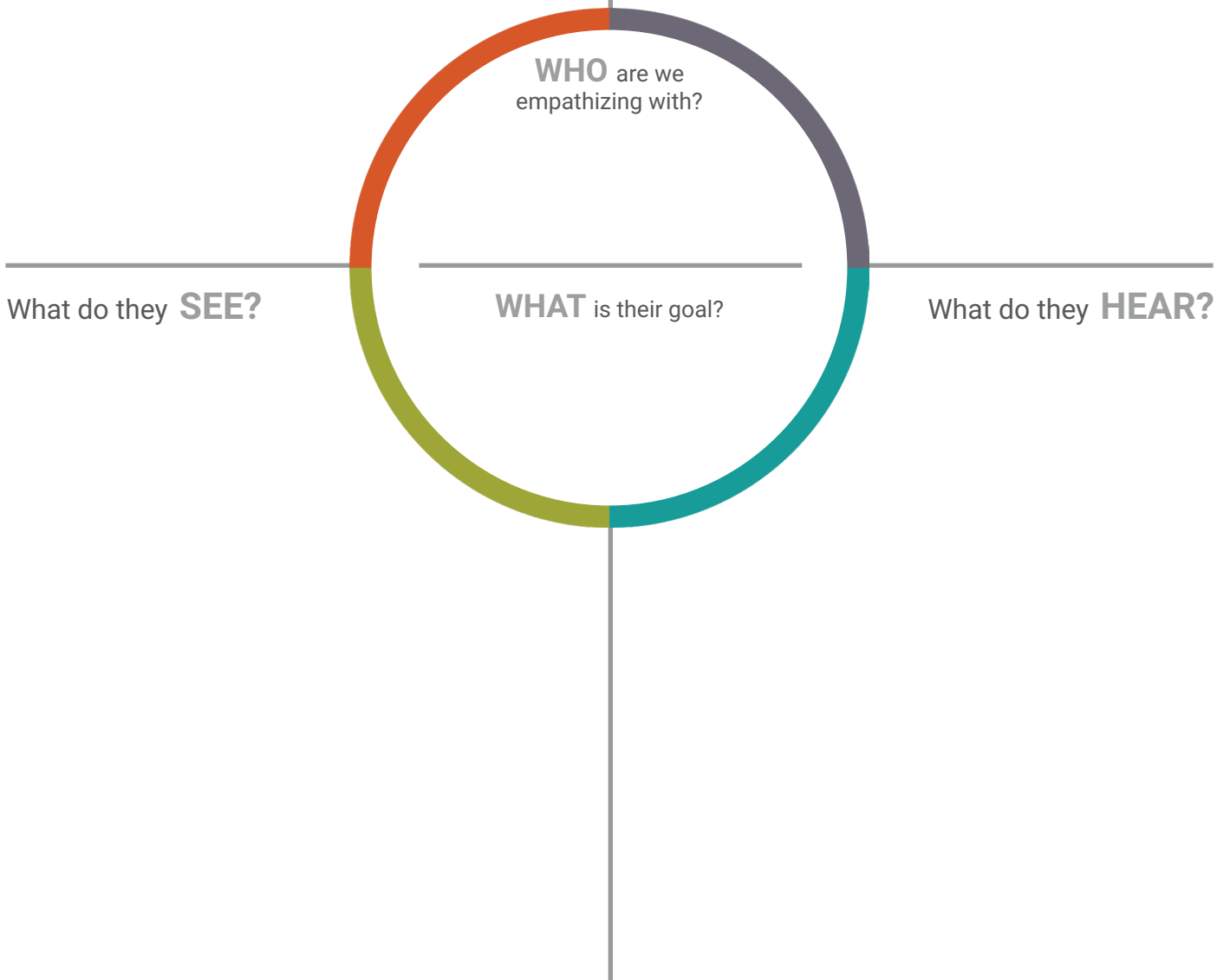


Empathy Map

Trying to understand your customer's perspective can help you engage with them more authentically and effectively.

What do they **THINK & FEEL?**

What do they **SAY & DO?**



Empathy Map (CONTINUED)



How can you **BUILD A RELATIONSHIP** with them?

How can you **REDUCE CONFLICT** with them?
