



TEMPLATE

Empathy Maps



Empathy Map

What is an Empathy Map?

This is a collaborative tool that companies can use to more deeply understand their employees (or clients!). The empathy map helps you visualize how your employees feel, think, and react to things. You do this by walking through a series of questions to try to get into the mind of an employee group. While you might make great hypotheses about how employees feel, this work has to be done with actual interviews/surveys of the impacted group to truly and accurately map their journey.

Empathy Map Steps

There is an empathy map template and example on the following page. It includes the following steps:

1. Who are we empathizing with?

- » Your employee personas will help you answer this question.
- » What is this person's role?

2. What do they need to do?

- » What do they need to accomplish or do differently?
- » How will they know if they are successful? What does success look like?

3. What do they see?

- » What do they literally see in their environment?
- » What do they see others saying and doing?

4. What do they say?

- » What have we heard them say? (interviews)
- » What can we imagine them saying?

5. What do they actually do?

- » What do they do today?
- » What can we imagine them doing?

6. What do they hear?

- » What are they hearing at work? Second-hand? From friends and family? On social media?

7. What do they think and feel?

- » What are their fears, frustrations, and anxieties?
- » What are their wants, needs, and dreams?
- » What other thoughts or feelings might be motivating their behavior?

Empathy Map Template

[Download Template](#)

DEFINING GOALS

Step 1: Who are we empathizing with?

Who is the person or group?

What is their role?

Step 2: What do they need to do? (desired action)

What do they need to accomplish or do differently?

How will they know if they are successful?

Step 3: What do they see?

What do they see in their environment?

What do they see others doing/saying?

Step 4: What do they say?

What have we heard them say?

What can we imagine them saying?

Step 5: What do they do?

What do they do currently?

What can we imagine them doing?

Step 6: What do they hear?

What are they hearing at work?

What are they hearing on social/family/friends?

Step 7: What do they think & feel?

What are their fears, frustrations, and anxieties?

What are their wants, needs, and dreams?

What other thoughts or feelings might they have?

Empathy Map

Example: M&A

DEFINING GOALS

Step 1: Who are we empathizing with?

*Who is the person or group?
What is their role?*

The acquired employees.

Step 2: What do they need to do? (desired action)

*What do they need to accomplish or do differently?
How will they know if they are successful?*

Use our new systems & technology. Adapt to our new processes and ways of doing business. Enroll in new benefits. Etc.

Step 3: What do they see?

*What do they see in their environment?
What do they see others doing/saying?*

New logo on everything. Different office/location. New people (existing employees).

Step 4: What do they say?

*What have we heard them say?
What can we imagine them saying?*

"That's not how we did things."
"I'm probably going to be laid off."
"I miss my old company."

Step 5: What do they do?

*What do they do currently?
What can we imagine them doing?*

Trying their best to change, but probably clinging to many old habits/ways of working. Searching for another job in anticipation of layoffs.

Step 6: What do they hear?

*What are they hearing at work?
What are they hearing on social/family/friends?*

"We bought you because we're better."
"This is how things are done around here."
New ways of speaking/working that reflect new values.

Step 7: What do they think & feel?

*What are their fears, frustrations, and anxieties?
What are their wants, needs, and dreams?
What other thoughts or feelings might they have?*

Fear over losing their jobs or their colleagues losing their jobs. Concerns over the new way of working. Not feeling valued even though they also have valuable insights and contributions. Hopes that the new company might also offer more security/opportunity.

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

