

Persona Empathy Mapping

Marketing, sales, communication, cooperation, leadership, change and stakeholder management...

Understand your stakeholders through Persona Empathy Mapping by putting yourself in their position. Experience their world by walking through what they see, hear, think, feel, say and do. Get better insights on their motivation, behavior, appearance and attitude plus what really counts for them and their major preoccupations incl. worries and aspirations. Then get a better understanding of their pains (fears, frustrations and obstacles) and gains (wants, needs and measures of success). In practice this concept can be used in many areas in your life, career, business and leadership. ErhvervsCoach® can help you apply and benefit from this simple and powerful tool, amongst many other tools from our rich coaching toolbox.

