

EMPATHY AUDIT

Look - Listen - Lead: Turning insights into strategy



SECTION A

LOOK

observing behavior and patterns

LISTEN

Asking the questions. Getting deeper into the emotion

LEAD

combining what you see and learning into a winning strategy

SECTION B

GROUP NAME:

How are they feeling?

What do they care about?

What do they think is happening?

What do they need to hear?

Who do they trust?

Friction Zones

Misinformation Risk

Trusted Champions

Tone Needed

Channel Best suited for
communication

Suggested Talking Points

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SECTION B

NAME:

TITLE:

DEPARTMENT:

CONTACT:

How are they feeling?

What do they fear?

What motivates them?

Years in company

Assumptions I am making about this person

Past Project Behavior

Who do they trust?

Their level of influence

Level of support

Past project behavior

Overall strategy