

# EMPATHY MAP CANVAS

## WHAT DO THEY THINK AND FEEL?

- \* Be dependable
- \* Follow through on commitments
- \* Make Realistic Promises
- \* Reliability and Honesty
- \* Perform work consistency and deliver effective result.



## WHAT DO THEY SEE?

- \* Time Management
- \* Active Listening
- \* Leadership
- \* Management skills
- \* Customer Service

## WHAT DO THEY SAY AND DO?

- \* Integrity
- \* Dependability
- \* Effective communication
- \* open-mindedness
- \* Problem solving
- \* Critical thinking

## WHAT DO THEY HEAR?

- \* TeamWork
- \* Flexibility
- \* Patience
- \* Empathy
- \* Responsibility
- \* Motivation

## PAINS

- Target candidates from Underserved labor markets.
- \* Use software to improve the candidate experience

## GAINS

- \* Give people ownership over where they work.
- \* Easy to connect with the company.



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