EMPATHY MAP
SKILL AND JOB RECOMMENDER

WHERE REALLY WANT TO APPLY?

WHAT DO THEY THINK AND FEEL?
what really counts
major preoccupations
worries&aspirations

APPLICATION STEPS NEEDED FOR A CANDIDATE

JOB DEPENDS ON SKILLS

JOB CRITERIA BASED ON COMPANIES

WORKING ENVIRONMENT

GOOD SKILLS

what do they HEAR?
what friends say
what boss say
what influencers say

WITHOUD JOB IT IS NOT EASY

HOW TO GET A GOOD JOB

WHAT IS NEED TO GET A JOB?

What do they SEE?
environment
friends
what the market offers

IS IT EASY TO ENTER THE COMPANY

What do they say and do?
Attitude in public
appearance
behaviour towards others

CANDIDATE ELIGIBILITY

APPLY

SELECTION

PAIN
Fears
frustration
obstacles

Hope

Not being able to travel and find out the job

Hope for next..

TO TRAVEL
NO TRAVEL

GAIN
Wants/needs
measures of success
obstacles

will definitely get job

positive attitude