

EMPATHY MAP

CORPORATE EMPLOYEE ATTRITION ANALYTICS

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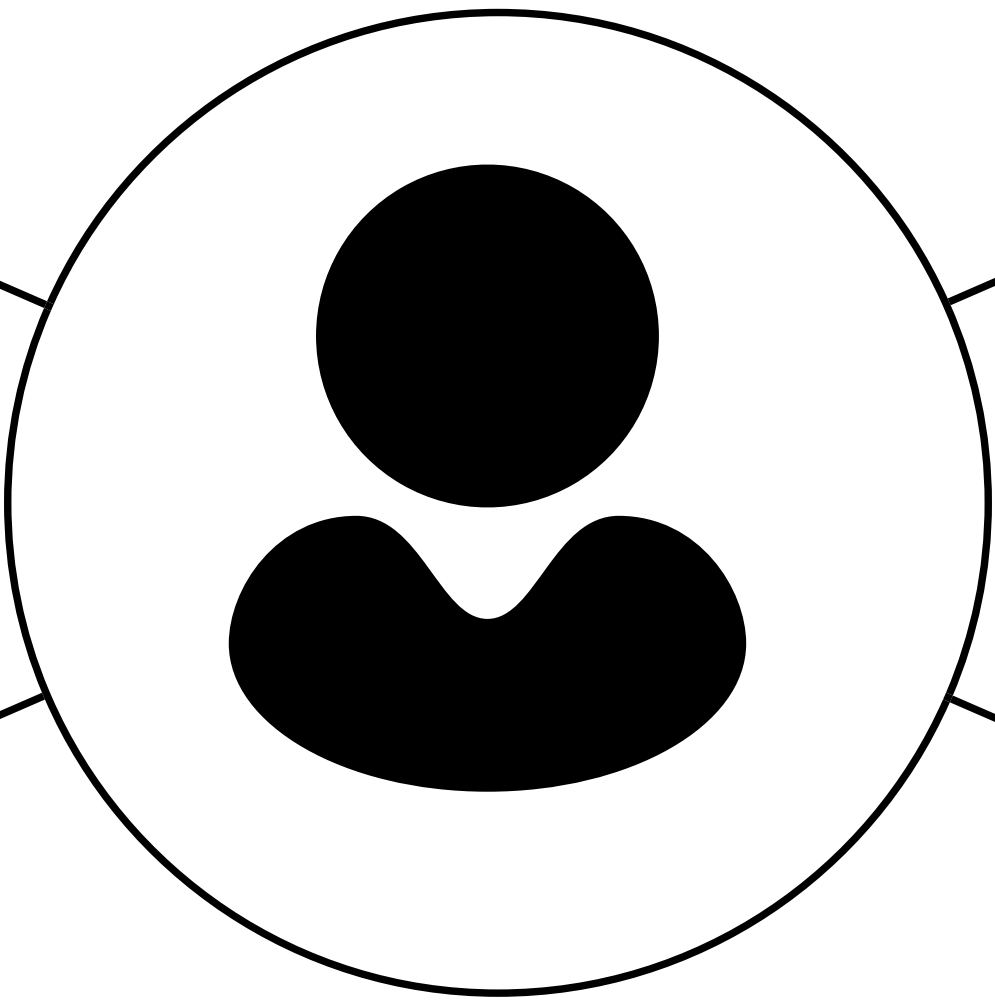
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Preoccupation

What is important?

Desires?
Aspirations?
Worries?

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations



Who really influences?
How?

What media channels influences this person?

Books ,
Magazines,
TV,
Facebooks ,
blogs ?

What is the environment like?

What 's going on in their world?

What peers say?

What do they
SEE?
environment
friends
what the market offers

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

How is the attitude?

How do they act in public?

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

What's the image portrayed?

What are the contradictions between what is said and what is felt?

PAIN
fears
frustrations
obstacles

What are the frustrations?

What obstacles stand in the way?

What are the risks?

What strategies can help in reaching goals?

GAIN
"wants" / needs
measures of success
obstacles

The employee will continue the job

The client will gain the more profit in their business

We will recover the employee from the attrition

We have a strategies depends on the employee character