

SAY...

1. Which college is cheap?
2. Which college has the best research and/or placements?
3. Are the faculty experienced and up to date?
4. What are the cutoffs to get the most prestigious branch in college?
5. What are the extracurriculars and college clubs like?

THINK ...

1. Should I look for colleges that are cheaper?
2. Will my child keep up in class?
3. Is there good R.O.I at the end of 4 years?
4. Are there good opportunities at the end of four years for other departments that aren't the best?
5. Will the management be too strict and impose harsh rules that will give him pressure?

DO...



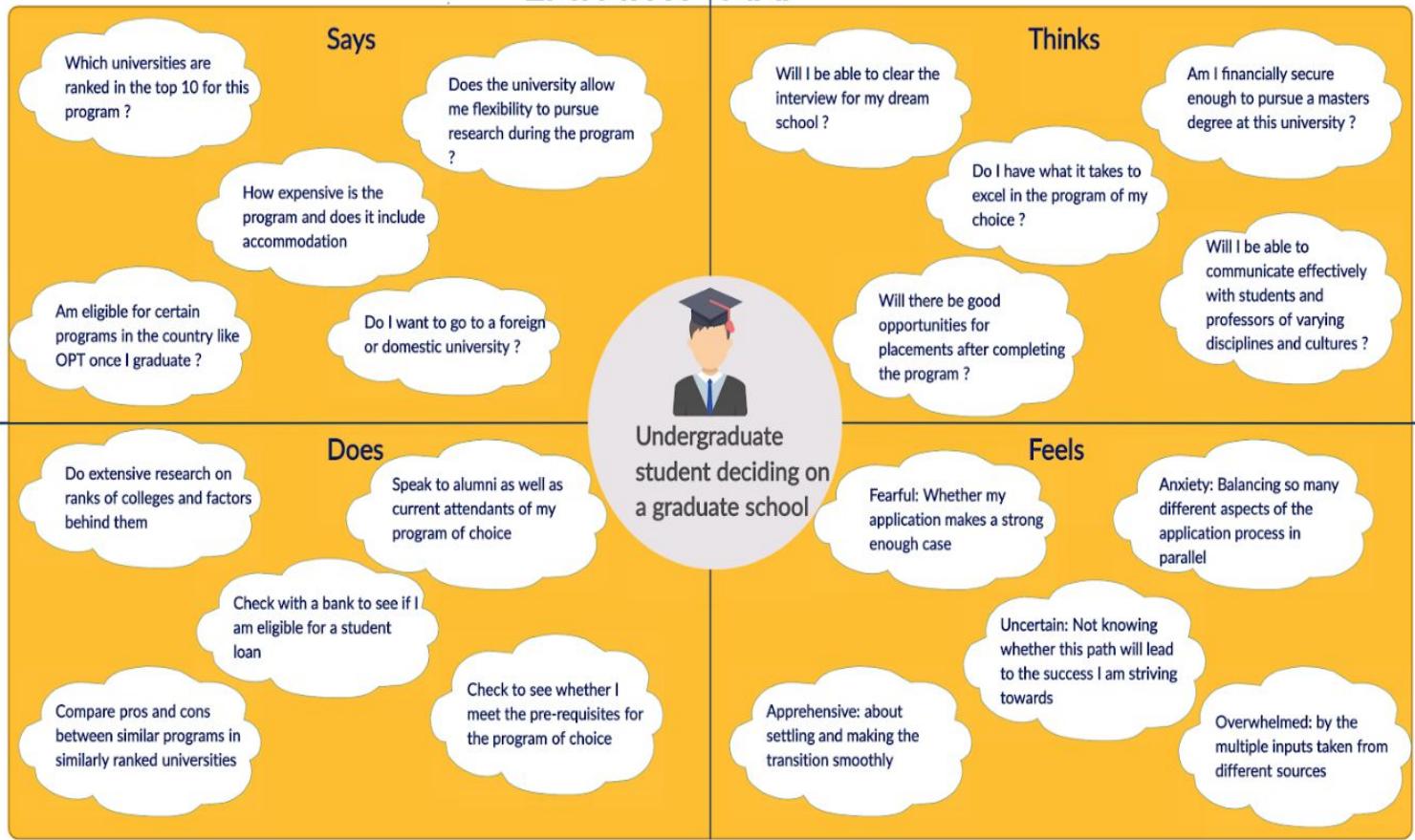
Parent whose child is getting enrolled in a college

1. Look up recent statistics on graduates of college
2. Go and explore the college's faculty and whether there are adequate research opportunities
3. Compare colleges in terms of price vs placements
4. Explore the campus to see if there's extra-curricular and co-curricular activities
5. Look at campus ties with prestigious universities abroad

FEEL...

1. Anxious: about whether this will give my child a good future
2. Overwhelmed: So many different metrics to look up
3. Excited: New opportunity for my child to learn and grow.
4. Sceptical: about what other parents and false statistics are telling about the college
5. Fear: Whether my child will succeed in this competitive environment

EMPATHY MAP



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EMPATHY MAP

Says

Can i do better than this organization?

Can i leave after a few months if i choose to pursue masters?

Do i really want to work now or want to pursue higher studies before it gets too late?

Can i move into another project in the middle?

Will i be able to pick up new things quickly?

Should i be proactive and ask for more tasks?

Will my peers get annoyed if i go to them with doubts initially?

Are the managers friendly and accepting?

Will i be able to cope up with the work load?

Does

Find out what people have to say about the work culture at the company

Find out what i have to work on and read up on those in advance

Talk to my employer and find out what their expectations are of me

Find out whether working now or pursuing masters now is a better idea

Feel Anxious about whether i am a good fit for this company

Feel Overwhelmed that i have responsibilities now that i am an earning member of the family

Feel Excited about starting my professional journey at a good organization

Fearful of whether i would be able to perform at my best and be able to contribute

Feels

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