

ELON MUSK 'S EMPATHY MAP

<https://blueberry217.atlassian.net/wiki/spaces/PT/pages/6127690/Elon+Musk+s+Persona>

What Elon Musk Says:

"When something is important enough, you do it even if the odds are not in your favor."

What Elon Musk Does:

- Balances multiple roles and responsibilities as CEO and founder of multiple companies.
- CEO and Entrepreneur of Tesla, SpaceX, Starlink, Archery Australia

What Elon Musk Think and Feels:

- Excited about the potential of technology to solve global problems
- Concerned about the sustainability of our planet
- Stressed from managing multiple roles and responsibilities

What Elon Musk Sees:

- A world that's rapidly evolving and embracing technology
- Competitors in the automotive, space, technology, and sports industries
- Growth and development of Archery Australia and its potential to promote the sport

What Elon Musk Hears:

- Feedback and opinions from stakeholders, investors, and the public
- News and updates about advancements in technology, space exploration, and archery
- Concerns and opinions from customers and users of his products
- Criticism and praise from the media and the public

What Elon Musk Say and Do:

- Continuously push the boundaries of what is possible in technology
- Promote his companies' products and visions, including Archery Australia
- Juggle multiple responsibilities as the CEO of various companies and founder of Archery Australia

From Influencers:

- Praise and support for his innovative ideas and bold vision.
- Skepticism or criticism of his methods or goals.
- Media attention and public interest in his actions and statements.

Pain Points:

- Balancing multiple responsibilities across various companies
- Limited time to oversee day-to-day operations
- Managing the public's high expectations and the pressure to deliver on ambitious goals
- Ensuring financial stability and profitability for his companies, including Archery Australia
- Managing the high expectations of stakeholders and the public

Gains:

- Seeing his companies thrive and make a positive impact on the world
- Growing Archery Australia and increasing the sport's popularity
- Fostering a strong community of archery enthusiasts and athletes