Building Compassion

Audience

Who is the audience?

Commitment readiness

Are they aware?

Do they understand?

Are they aligned?

Are they ready to commit?

What are you
hearing them say?

What does it mean?

How do you know?
How can you help?

Hear

What are you seeing the
your audience do?

What does their
environment look like?

How do you know?
How can you help?

See

Think

What do they believe and expect?

What are the perceived
benefits and challenges?

How do you know?
How can you help?

Feel

What are they feeling and why?

How do you know?
How can you help?

Gain

What's the payoff for the audience
if they buy-in?

Pain

What obstacles or challenges will the audience
experience in adopting this change?

How big of a change would this be?

What is the pain of not doing this?