

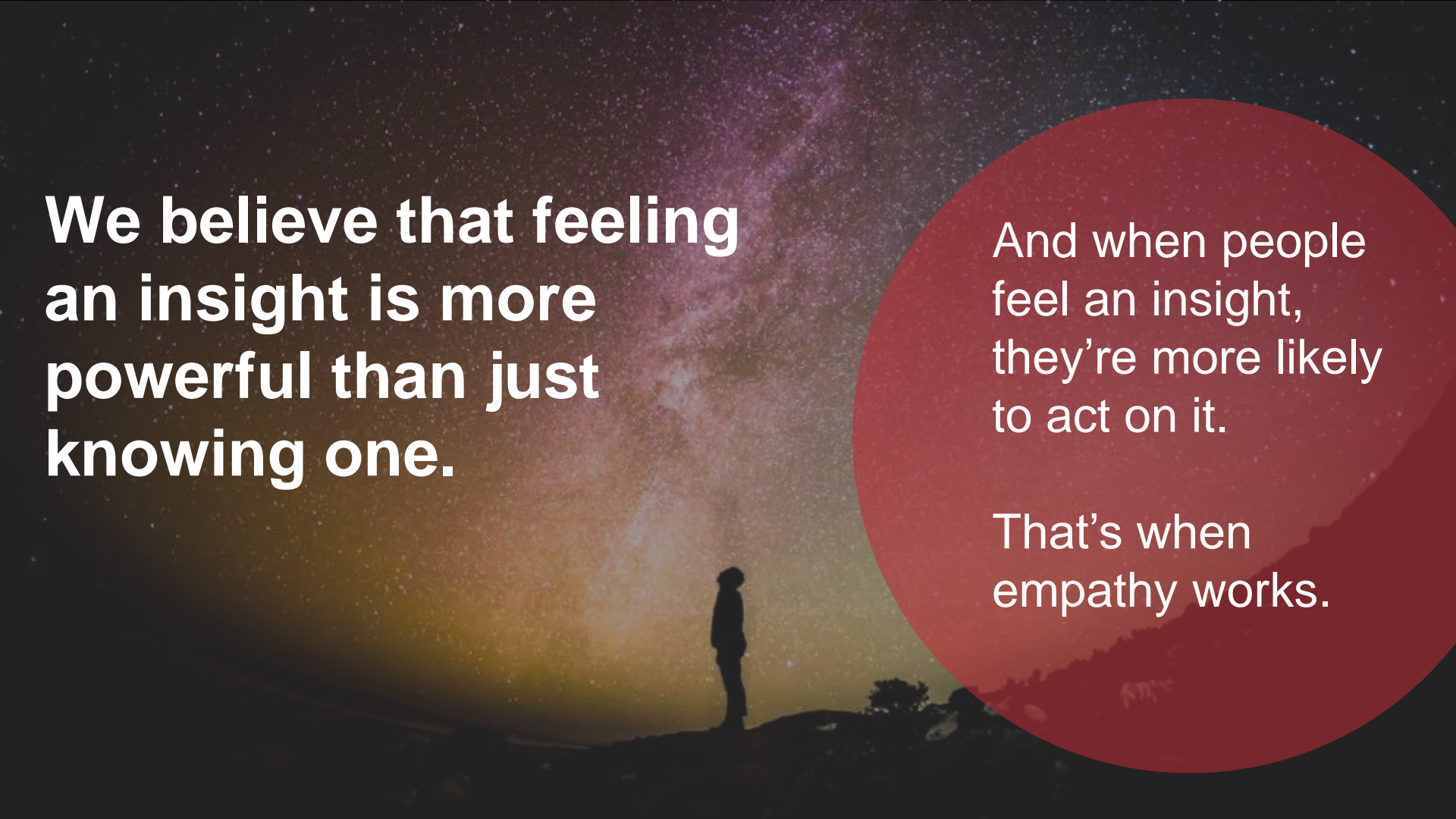


# FROM FEELING TO DOING

HOW TO TURN EMPATHY INTO  
TACTICS THAT GROW BRANDS

REALITYCHECK


MAR  
2020

A person stands in silhouette on a dark, rocky hill, looking up at a vast night sky. The Milky Way galaxy is visible as a bright, colorful band of stars stretching across the sky from the bottom left towards the top right. The sky is filled with numerous stars, and the overall scene conveys a sense of wonder and contemplation.

**We believe that feeling  
an insight is more  
powerful than just  
knowing one.**

And when people  
feel an insight,  
they're more likely  
to act on it.


That's when  
empathy works.

A person stands in silhouette on a dark, rounded hill or dune. The background is a vast night sky filled with stars and the prominent, colorful band of the Milky Way galaxy stretching across the upper half of the frame. The sky transitions from a deep purple and blue at the top to a warm, golden-yellow glow near the horizon where the person stands.

**A felt insight is also  
more likely to help you  
develop an idea or  
message based in  
empathy that is going to  
create more value in  
someone's life.**

Creating more  
value in a  
person's life  
creates more  
value for your  
brand.





**But not enough people  
within an organization  
ever actually feel the  
insight.**

Insights get told  
more than felt


Big data lacks  
human story

Removed from your  
target's reality

**Creating strategic immersion experiences for client teams can make a difference.**

**Direct contact gives more context,  
more reality and reveals blind spots...**



A photograph of a young child with light brown hair, wearing a white shirt, standing in a kitchen. The child is reaching out with their right hand towards a black frying pan on a stovetop. The background shows a kitchen with white cabinets and a red wall. The image is semi-transparent, serving as a background for the text.

**Client teams can feel the  
insights from their empathic  
immersion.**

But experienced insight strategists will train them, provide process and strategic guidance.

# 3 WAYS TO USE EMPATHIC IMMERSION



1

On a  
**Project  
Basis**



2

To Bring About  
**Organizational  
Culture Change**



3

To Create More  
**Meaningful  
Communities**

## 1

# EMPATHIC IMMERSION ON A PROJECT

**Turn the debrief into an immersion session.**

**Less about the deck...more about feeling the target.**

- Create a 1:1 webcam connection between marketers and their target.
- Play extended videos that profile key individuals.
- Role Playing focus groups...get them to become the target.
- Facilitate a strategic discussion while they're still in "character"



## 1

# EMPATHIC IMMERSION ON A PROJECT

**Create an empathy day around a specific brand objective.**

**Integrate direct contact with strategic facilitation.**

- Have the team get to know their designated partner before the day.
- Have them do an ethno or shop-a-long or an activity with their partner.
- Facilitate a debrief process immediately after their interaction.

## 1

# EMPATHIC IMMERSION ON A PROJECT

**Have client team do the fieldwork on an ethno or shop-a-long.**

**Train them and provide strategic guidance during and on the back end**

- Empathic listening training session upfront.
- Clients become the moderators during fieldwork.
- Organize immediate debriefs each day after fieldwork.
- Facilitate a strategic insight and ideation session to get to key felt insights.

## 1

# EMPATHIC IMMERSION ON A PROJECT

**What are some potential pitfalls or watch outs?**

- Have a clear and tangible objective.
- Make sure this excites the client team and they truly buy in. If not, you won't get as much out of it.
- Be clear about time commitment.
- Be aligned on the output and the action you'll take.

## 2

# EMPATHY AS CULTURE CHANGE

**Infuse empathy into your corporate or business team culture.**

**Get closer to your target, be a more human organization.**

- Build meaningful 1:1 direct relationships over time (weeks or months).
- Do a series of activities over time to help the business team get to know their target on another level.
- Utilize online tools such as private social media type spaces and webcam interactions.
- Include live interactions if



## 2

## EMPATHY AS CULTURE CHANGE

**What are some potential pitfalls or watch outs?**

- You are asking someone to do something extra beyond their job.
- Get top down commitment.
- Have a tangible objective that everyone aligns to.
- Maintain momentum. Have people do a variety of things.
- Create a broad theme that goes beyond just getting to know each other.

## 3

# EMPATHY AS COMMUNITY ALTERNATIVE

**Create an empathy  
community for your  
brand.**

**Replaces or  
augments larger,  
more faceless  
communities more  
focused on offering  
quick opinions.**

- A way to not lose touch with your target's deeper motivations.
- Deeper understanding of someone on a 1:1 basis gives more context to opinions and feelings.
- Can be done on an ongoing basis or based on specific initiatives.

## 3

# EMPATHY AS COMMUNITY ALTERNATIVE

**What are some  
potential  
pitfalls or  
watch outs?**

- Be clear and transparent about the objectives and time frame – with respondents and internal team.
- Maintain momentum. Have people do a variety of things.
- Be able to easily communicate and schedule connection points.

# WAYS WE APPROACH IMMERSION



## Rhythm 1:1

Unmediated, one-to-one engagement between marketers and people in their target audience.

**Connecting**



## Attunement

Workshops in which marketers become their target in order to solve specific issues.

**Becoming**




## Co-

## Creation

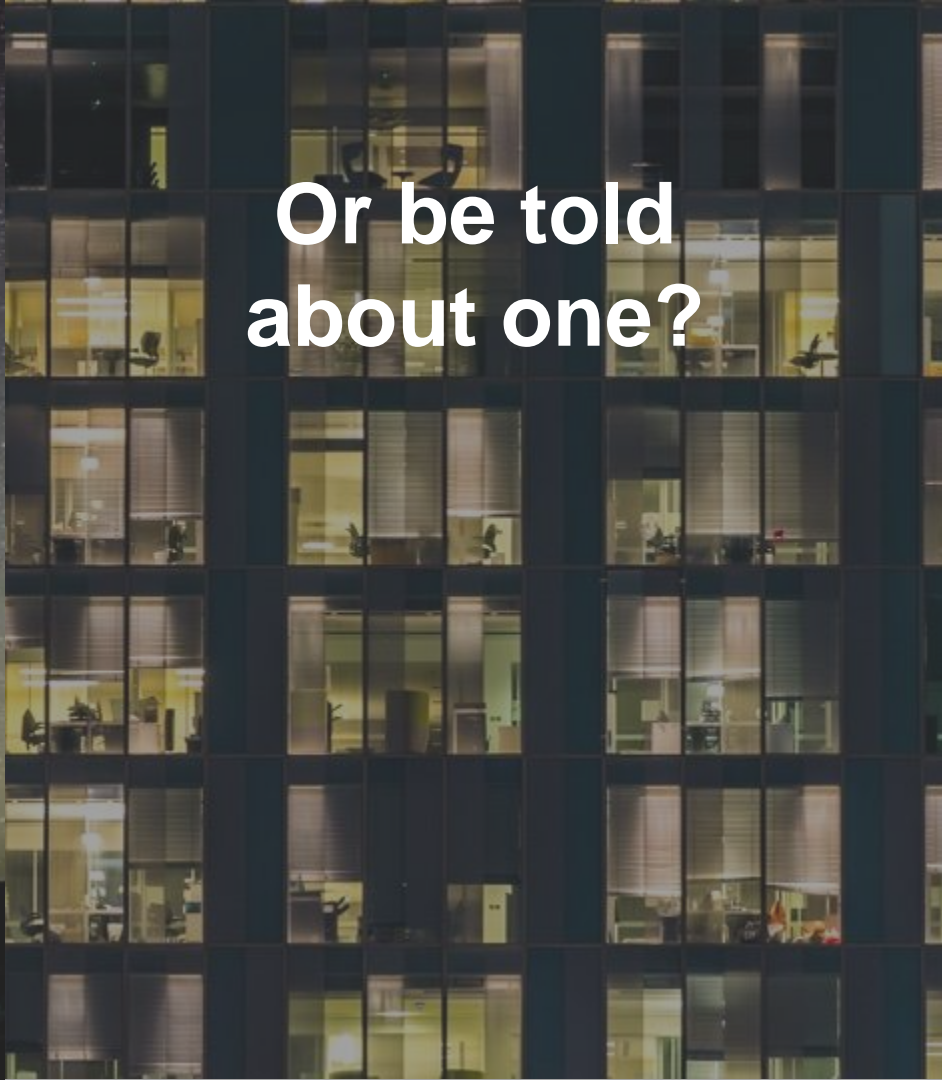
Marketers and empathy partners work shoulder-to-shoulder to develop and optimize ideas.

**Collaborating**



A person stands in silhouette on a dark, rocky outcrop, looking up at a vast night sky. The Milky Way galaxy is visible as a bright, hazy band of light stretching diagonally across the frame. The sky is filled with numerous stars, and the overall color palette is dominated by deep blues, purples, and oranges from the galaxy's light.

**Do we want to  
feel an insight?**

A large, multi-story office building at night, viewed from a low angle. The building's facade is composed of a grid of windows. Many windows are illuminated from within, showing office interiors with desks, chairs, and plants. Some windows are dark, suggesting empty offices. The overall scene conveys a sense of a busy, modern workplace environment.

**Or be told  
about one?**



# RealityCheck

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