

Customer Discovery

Empathy Map

A tool to uncover the real pains and aspirations of your audience, so that you can reverse-engineer your pitch from them.



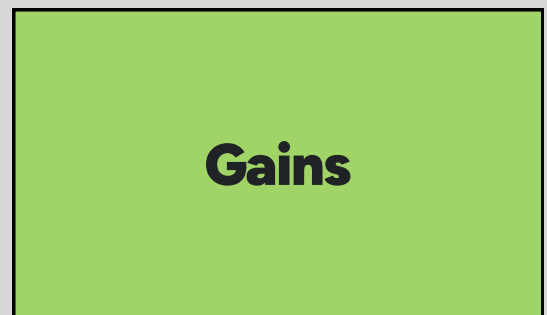
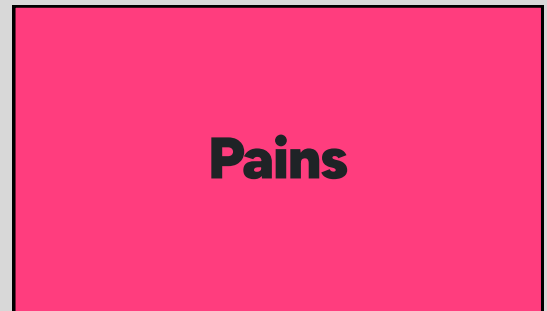
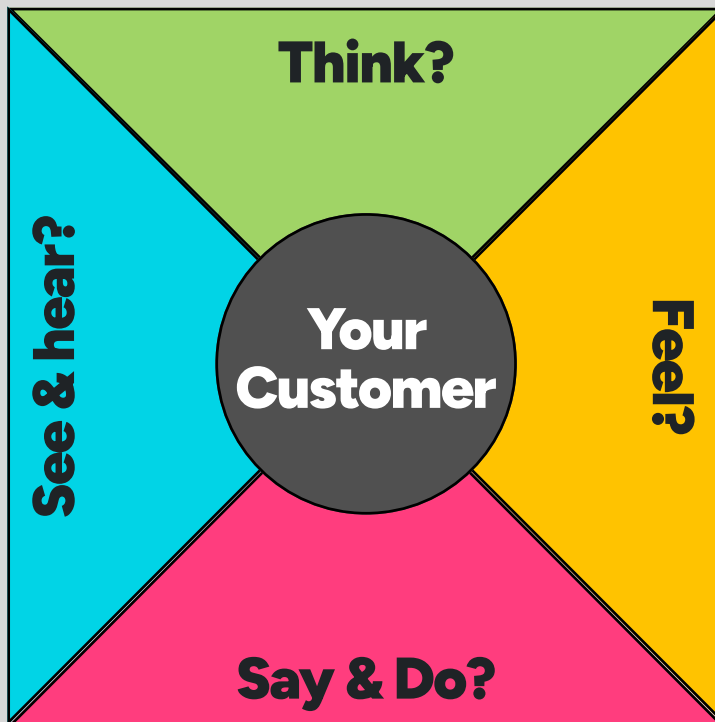
1 Introduction

Before you write a single word of your story, you need to know exactly who you are writing it for. One real person, in one real moment, deciding whether to pay attention to you or not.

The Empathy Map was developed by Dave Gray at XPLANE and published in the 2010 book *Gamestorming*, co-written with Sunni Brown and James Macanufo.

This version adds the Pains and Gains boxes, so the exercise ends with something you can act on. Six boxes. One real person at the centre. That's the whole tool.

2 The 6 Elements



Pains

Their current, real pains. Only the ones you can actually act on, not a general list of frustrations.
Example: *"I don't know how to implement AI with my teams."*

Think?

What is actually on their mind? Not what you wish they were thinking about your product.
Example: *"They have a solution that can help me."*

See & Hear?

What do they see and hear during the meeting itself, and from their own team, boss, and competitors day to day?
Example: *"I hear experts who have a clear understanding of my constraints."*

Feel?

What do they feel but rarely say out loud? Usually the real obstacle, not the technical one.
Example: *"I see they want to help me, not just sell their stuff."*

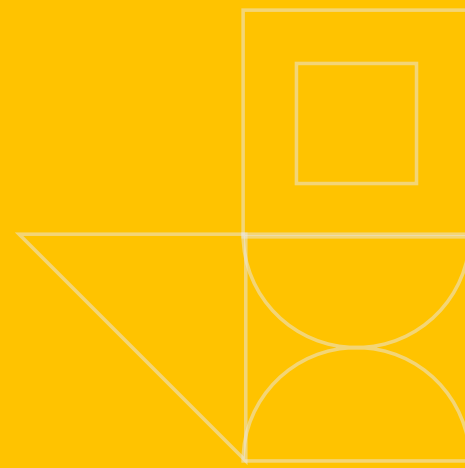
Say and do?

What do you want them to actually say or commit to, in the room, not in theory?
Example: *"Agree on a POC."*

Gains

What do they get from the relationship? This is what makes the whole exercise worth doing.
Example: *"Make my boss, my team and our clients happier."*

The goal is to put in your audience's shoes. Then select what really matters to them.



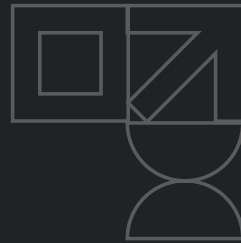
3 How to use it

This is a team exercise

1. Get the people who know the client in the room. Sales, product, marketing, customer service.
2. Put the customer at the centre. Literally, use their name and photo if you have one.
3. Name their current pains, the ones you can actually act on.
4. Decide what you want them to see and hear, think, feel, and say and do, during the meeting itself.
5. Decide what you want them to get from the relationship. That's the gains.
6. Brainstorm as a team, then narrow it down to what's genuinely most important and valuable to this client.
7. Reverse-engineer your presentation (or web page, or any sales material) based on what you selected.



4 When best to use



Situation

Before writing a pitch or narrative



Trigger

You want to pitch a new client or investor



Example

New investor round, business development

Before updating your website

Your website is outdated

You have pivoted your strategy or you enter a new market

Before drafting a keynote presentation

You are participating to an industry event

You want your company to be seen as a relevant voice to the industry



the **Storytelling**
tribe

4 Working With Us

WHY THE STORYTELLING TRIBE

You will never receive the RFQ if you are not on the shortlist, and shortlists form long before any tender goes out. The Storytelling Tribe exists to put automotive technology companies in front of the OEM decision-makers who write that shortlist, before the RFQ exists.

ABOUT STÉPHANE LAGRESLE



Stéphane spent over 20 years in the automotive industry, at Pioneer, TomTom, and HARMAN, including two years working with Scuderia Ferrari.

He hosts Automotive Storytelling, an independent podcast featuring automotive executives, from designers to supply chain experts.

youtube.com/@TheStorytellingTribe

WHERE TO START: A 20-MINUTE CONVERSATION

No pitch, just an honest look at whether you have a visibility problem worth solving.

thestorytellingtribe.com

OUR METHODOLOGY: THE STORY ARCHITECTURE

Before anything gets produced, we do the strategic work: audience analysis, positioning, and narrative arc. That's the Story Architecture Session, the foundation of every engagement.

GOING BEYOND: CONTENT PRODUCTION

For companies with their own audience, we also produce content for owned channels, remote or on-site, to editorial standard. The strategic work stays the same. Only the destination changes.