



Empathy Challenge B1

I can identify with others.

Entrepreneurial Culture



Empathy Map

Empathy plays a crucial role in business, as the examples Nike and LEGO illustrate. Those who analyse the way their target clientele group thinks and feels have better chances of success. In order to understand this, students use key questions to create an Empathy Map for their own innovative idea.

Teacher Guide

The materials contain a detailed step-by-step description of the challenge to facilitate a direct implementation in the classroom. The teaching materials are designed to be used together with the student materials (=worksheets). All materials are provided at www.youthstart.eu.

Youth Start Entrepreneurial Challenges Programme

based on the TRIO Model for Entrepreneurship Education – www.youthstart.eu

Core Entrepreneurial Education	Entrepreneurial Culture			Entrepreneurial Civic Education
 Idea Challenge  Hero Challenge	 Empathy Challenge	 Storytelling Challenge	 Buddy Challenge	 My Community Challenge
 My Personal Challenge  Lemonade Stand Challenge	 Perspectives Challenge	 Trash Value Challenge	 Open Door Challenge	 Volunteer Challenge
 Real Market Challenge  Start Your Project Challenge	 Extreme Challenge	 Be A Yes Challenge	 Expert Challenge	 Debate Challenge

The TRIO Model is a holistic definition of entrepreneurship that encompasses three areas:

Core Entrepreneurial Education comprises basic qualifications for entrepreneurial thinking and acting: developing and implementing original and innovative ideas in a creative and structured manner.

Entrepreneurial Culture refers to personal development: self-initiative, self-confidence, teamwork, empowering oneself and others.

Entrepreneurial Civic Education aims at enhancing social competences and empowering students in their role as citizens: assuming responsibility for oneself, others and the environment.

Each challenge belongs to a **challenge family** that has its own icon with a colour code that corresponds to one of the three TRIO areas. A challenge family comprises several challenges on different competence levels. The letter codes given in the teaching materials correspond to the following levels:

A1 – primary level; A2 – secondary level I; B1 and B2 – secondary level II; C1 – transition from secondary level II to tertiary level. Each level builds on the preceding level.



Unit Planner

Theme	Empathy Map
Level	B1
Challenge Family	“Empathy Challenge” – the caring challenge! In order to really understand other people, you have to put yourself in their shoes and change your perspective. Students at the primary level learn to deal with each other in an empathic manner by articulating their own feelings and needs and trying to understand those of others. They will also develop ways to work together in class. The “Friendship Bag Challenge” at the lower secondary level builds on this foundation and teaches students how to solve conflicts. Students at the upper secondary level learn to apply this knowledge in a business context in the “Empathy Map Challenge” – since empathising with customer needs is an important part of a sensible business strategy.
Time / Length	at least 2 periods
Big Idea behind the Challenge	The biggest challenge is to empathise with others, and thus develop alternative perspectives. The Empathy Map enables a targeted analysis of customers for a specific business idea. The goal is to put yourself in the shoes of another person – in this case your potential customer – in order to better adjust your idea (or its strategic marketing) to your target group. The term “customers” is used in a very broad sense in this context and can refer to the target group of any project, not just business projects. Another important aspect of this challenge is that students will also present practical examples and will then assess themselves.
Entrepreneurial Competences according to the Reference Framework	I can put myself in other people’s shoes. I can identify and seize opportunities.
Language Objective	I can make a persuasive presentation. I can summarise my thoughts on an Empathy Map highlighting its strengths and solutions.
Content Vocabulary (Word Wall)	Empathy, Target Group, clientele, Competition, Change of Perspective, Respect

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Assessment	Work in small groups: written (poster) an oral (presentation): 1. Design an illustrated Empathy Map 2. Persuasive presentation based on the illustrated Empathy Map 3. Development and possible solutions to be addressed by and inspired through the Empathy Map
Necessary Background Knowledge	• Understanding of the concept of brainstorming • Basic knowledge of communication and presentation skills • Marketing skills: Ability to define target groups and market segments
Mind & Body	For physical exercises to help students activate and concentrate as well as improve their mindfulness go to: www.youthstart.eu (incl. video clips). Choose the appropriate exercise(s) to support your challenge!
Materials Needed	• Flipchart paper, Post-its, markers • Projector and notebook • Possibly illustrate the Empathy Map on flipchart paper • Copy Worksheets 1-6 for each student
Step-By-Step Activities	Step 1 Introduction Present the Empathy Map (using the PowerPoint presentation and/or walking students through the process step by step using a poster to highlight the essential components of the Empathy Map). Step 2 Form Groups Form groups of 4 to 5 students. Step 3 Development of the Empathy Map Draw the structure of the Empathy Map on a flipchart and select a potential clientele for an idea (several groups can work on homogeneous or heterogeneous tasks). Groups write key words on post-its, so that they can work through the following questions: • What does our clientele see? What does their environment look like? Which friends do they have and what self-image do they convey? What is the market already offering for that clientele? • What does our clientele hear? What do their family and friends say? What do their colleagues and superiors say? What messages do they hear from the media?

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	• What does our clientele think and feel? What is important to them? What is their main occupation? Which standards do they have? Which attitudes do they have? • What does our clientele say? What do they tell others? Which attitudes and views do they express? • Which negative things preoccupy our clientele? Which risks and fears preoccupy them? Which types of reservations do they have? • Which positive things does our clientele think of? Which desires are important to them? Which desires have they already fulfilled? What makes them happy? What would they like to have more of? What would they like to still achieve? Answering these questions can be very time-consuming; however, it can quickly develop a consistent positive self-dynamic. It is normal to have a 'think tank' session such as this, and then to revisit it at a later date with fresh eyes. Having a conversation with representatives from the selected target clientele group can also help answer many questions. It is useful to also repeatedly engage in conversation with other people to see if they also can see the potential benefits of your services/product. The questions of the Empathy Map help create specific images of people in specific circumstances, personalising the previously abstract idea of customers.
Step 4	Group presentation of the Empathy Map This exercise demonstrates how easy it is to develop empathy with potential customers. These meaningful connections with customers must be continuously maintained by the innovators themselves. Class feedback on the Empathy Map presentation furthers understanding of the clientele's needs.
Step 5	Reflection A key part of the development of empathy is respect, so that you can successfully change your own perspective of others. A Native American proverb suggests the following, "If you really want to understand another person, you need to walk a mile in their shoes." The reflection reveals whether the change of perspective was successful and/or how it can be achieved.
Context within the Challenge Programme	This challenge builds on the "Empathy Challenges" of the lower learning levels. It goes well with the "Idea Challenge" and the "Trash Value Challenge" (both level B1).

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Useful Links	About the Youth Start Entrepreneurial Challenges project: www.youthstartproject.eu Further teaching materials (including videos): www.youthstart.eu How to use an Empathy Map: www.youtube.com/watch?v=pMN7vkE4csg
Sources	Scott Matthews Lindner, J./Fröhlich, G., etc.: <i>Starte dein Projekt</i>, Vienna 2014
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