



EMPATHY WORKSHOP



THE CHALLENGE



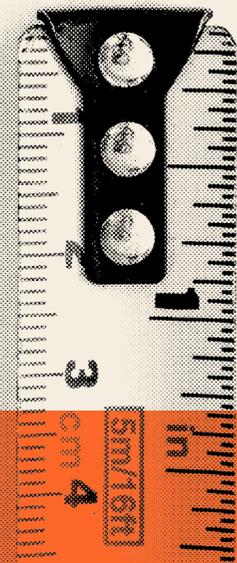
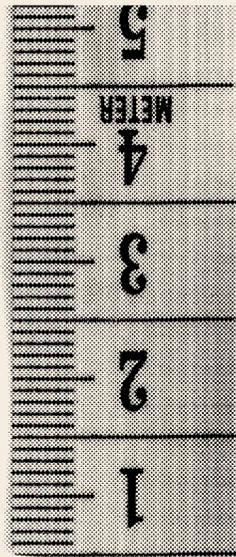


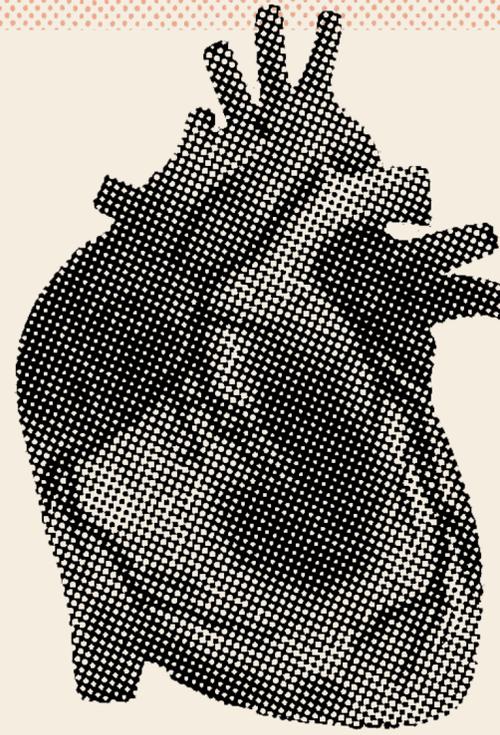
Marketers create personas
made up of **demographic
data** to understand their
consumers.





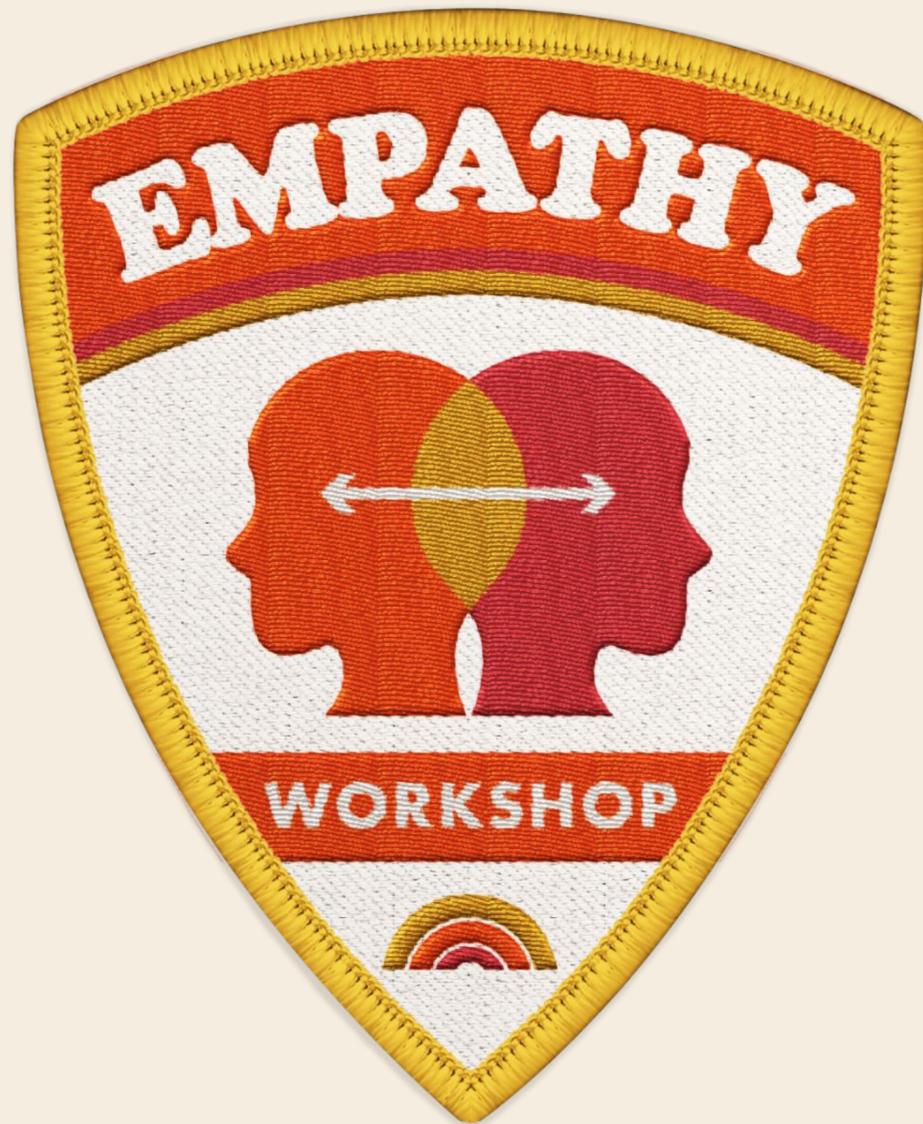
Yet, **80%** of consumers don't think brands actually understand them as a person.





Our POV: It's because personas lack empathy and storytelling, making it incredibly difficult to connect with both the head and the heart.



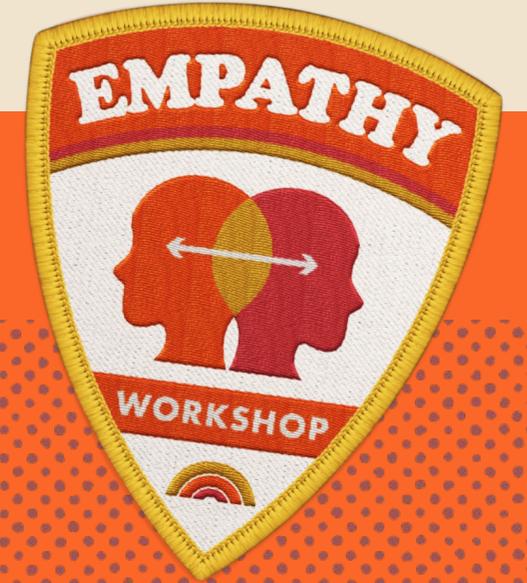


Introducing

The Empathy Workshop

Starting at \$20k

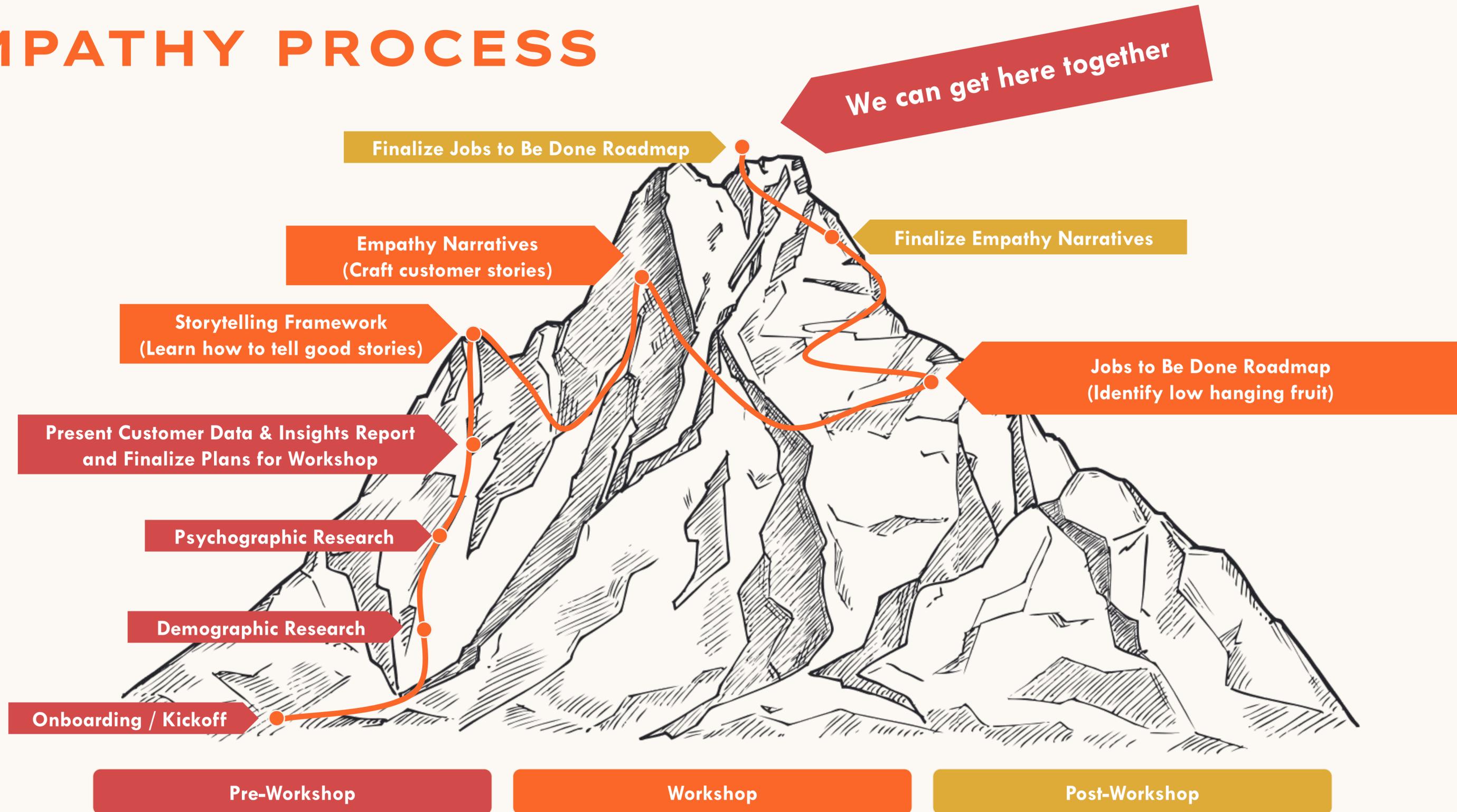
A two week sprint designed to build more empathy, tell better stories, and identify critical next steps to shift towards customer-first marketing



OUR EMPATHY BUILDING PROCESS



EMPATHY PROCESS





PRE-WORKSHOP

ONBOARDING AND RESEARCH

You'll onboard Jumpsuit to the things you already know about your customers: personas, website analytics, surveys, or any other critical platforms or materials.

Then, we'll supplement your data with our own for a fundamental understanding of your audience.

Deliverable: Demographic Data Report





PRE-WORKSHOP

CUSTOMER SURVEYS

We'll supplement demographic data with psychographic data, gained from surveying your most relevant customers or customer types. Our goal in this process is to move beyond pure data into meaningful customer insights.

Deliverable: Insights Report





WORKSHOP

STORYTELLING FRAMEWORK

Here's where the rubber meets the road (in workshop form). We'll use empathy and insights to inspire customer-first storytelling. From here, we'll identify key areas your brand can be leading with empathy and telling these stories.

Deliverable:

Storytelling Framework

Invision Brainstorm





POST WORKSHOP

EMPATHY NARRATIVES

We'll turn whiteboard scribble into up to three well-crafted stories. These customer narratives will be deeply rooted in who they are, what they care about, and how your brand or product gives them what they *really* want.

Deliverable: Empathy Narratives

JOBS TO BE DONE ROADMAP

We'll organize (and potentially add to) the opportunities that surfaced in the workshop to connect more meaningfully with your customers. This will be a great springboard for you to begin executing internally, with another agency, or with us.

Deliverable: Jobs to Be Done Roadmap





ASSUMPTIONS

- Jumpsuit will be given access to current personas, demographic data, web analytics, and/or other tools to quickly understand your customers
- You will give us access to 3-4 customers or customer types who represent each major demographic segment you'd like us to explore (up to three segments)
- Jumpsuit will polish up to 3 empathy narratives post-workshop with one round of light revisions included
- Workshops and deliverables are designed for a fast-turnaround sprint process. Customization, such as more time in research or final deliverables highly polished with your branding can be done for an incremental cost.
- Key decision makers will be involved during the insights report and in the workshop. Workshops are designed to be done in one day and can last around 4-6 hours.





GETTING STARTED

- **Secure your budget.** **Empathy Workshops start at 20k.** Customizations are optional at an incremental cost.
- **Schedule a free consultation.** Let's make sure our workshop is best option for the problem you're trying to solve. From there, we will align on the scope of work, timing, and costs.
- **Finalize the SOW.** Once signed, we'll schedule a time to officially kick off the project and secure a workshop date.

Ready to bring more empathy and better storytelling to your marketing? Let's sprint!



JUMPSUIT

