

# Empathy as a driver for transformative solutions



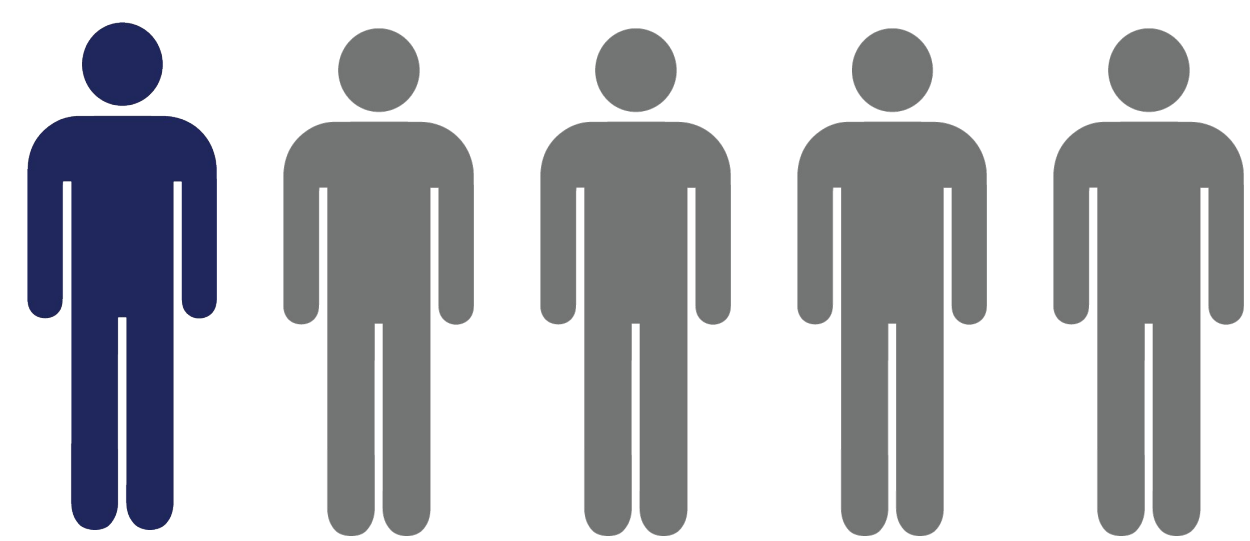
An introduction to empathy led research and how to enjoy its benefits.

*"We live in a world where products and services are usually designed for people who have permanent 20/20 vision, drop-of-a-pin hearing, a flexible job, plenty of money, stable mental health and a host of other rarely combined superpowers."*

Lou Downe in *Good Services*

This narrow focus on the average customer excludes a large number of people with impairments.

**135 million**



people living in Europe have a disability (that is 1 in 5 people).

Excluding their needs not only leads to less inclusive products and services, but also to lost profit opportunities from not addressing the entirety of the market.

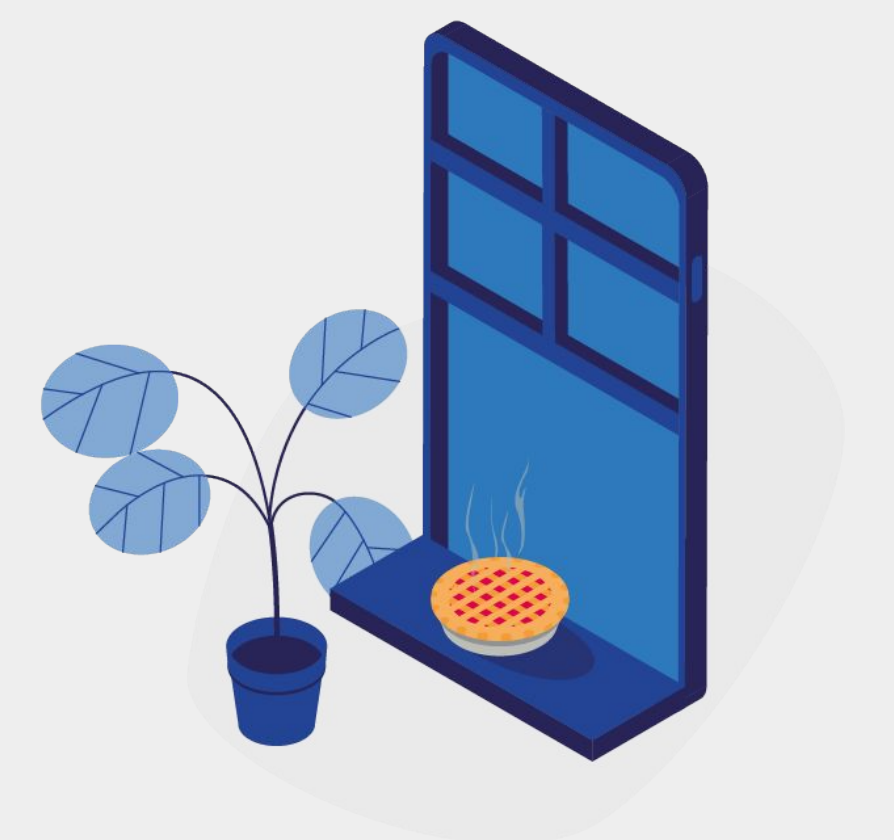
## Awareness of a Need

Empathy thinking can bridge this exclusion gap. Incorporating this mindset into processes is essential for making products and services that are truly inclusive and cater to everyone's needs.

Empathy strategies have been used by companies like Microsoft and Google which led positive transformative solutions.

## Benefits

- Broader market understanding
- Inclusive solutions
- Increased customer satisfaction and brand loyalty
- Innovation driver
- Increased competitive advantage



## How might we build our empathy thinking?

Employees and decision-makers need to learn how to empathise with users, we facilitate this in our Empathy Workshop.

We cover the theoretical basics of empathy-led design and facilitate practical activities in which attendees can partially physically immerse themselves in what it feels like to live with impairments.

# What to expect?



To expand people's empathy thinking we use experiential learning, and empathic modelling of different human impairments.

## Workshop outline

- Duration. 90 mins.
- Location. London office (open to discussion).
- Format. In person.
- Agenda.
  - \* Keynote on Empathy Building. 45 mins.
  - \* Practical Modelling Tasks. 35 mins.
  - \* Discussion. 10 mins



We offer Empathy Workshops for client and agency teams designed to build empathy for users.

Get in touch to find out more:  
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