

How to

# USE NEUROSCIENCE, CLIENT PERSONAS AND EMPATHY MAPPING TO STAND OUT

Each of our clients are humans, professionals, and need different things from us at different times within the lifecycle of a relationship. Do you know where your clients are at this point in time and what it can mean for your business? Join us for a session designed to help you understand the neuroscience of decision making and take you through Empathy Mapping to uncover themes, topics, and tactics to pivot your services and bring value in new ways.



## Attendees will walk away with:

- A foundational understanding of how neuroscience can inform the development of effective client personas.
- The knowledge of what client personas are, why they matter, and who they can enhance your marketing and growth strategy.
- Hands-on experience creating and applying client personas to empathy maps using the 5E framework

**“Empathy mapping aims to create a deeper understanding of the client, fostering emotional intelligence and buy-in within the team.”**

- SARAH KINARD, THE FLAMINGO PROJECT

## NEXT STEPS

## READY TO BOOK THIS SPEAKING SESSION FOR YOUR CHAPTER?



Contact us via email at [sarah@theflamingoproject.com](mailto:sarah@theflamingoproject.com)



Hop on Sarah's calendar to chat [bit.ly/flamingochat](https://bit.ly/flamingochat)

## LOOKING FOR MORE RELATED RESOURCES?

Check these out:



[Growing Differently: Using Neuroscience, Client Personas and Empathy Mapping to Win Work](#)



[Using Empathy Mapping as Research to Grow Your Business](#)

