

Diocese of Fort Wayne-South Bend

Getting Your Team on Board – Empathy Exercise

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Let's Put
ourselves in the
place of future
students and
families



When empathizing with others

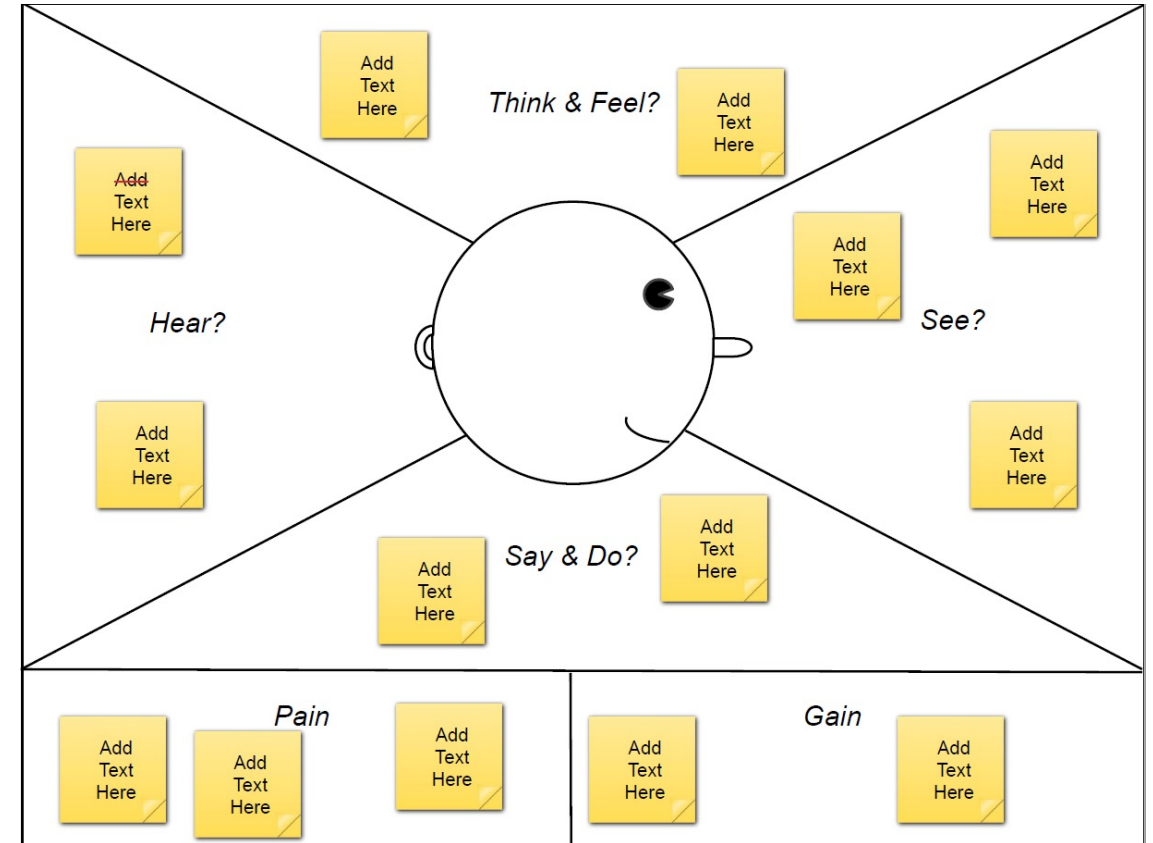
- To understand who someone is and where they are coming from, we need to try and understand:
- What motivates them?
- What matters most to them?
- What challenges are they facing?
- What values drive them?

The secret to
building
empathy in our
communities



- Please use the link you were sent. It should open directly to your google account

Student Empathy Map: Please Click This And Make A Copy



We need to
work to get
everyone in our
buildings to the
3rd step



Questions to think about

- Put yourself in the shoes of a visitor and family looking at your school
- When a family is visiting your school what do you hope they see?
- What tangible and intangible signs describe who you are as an institution?

As a member of this community

- What can you say and do to help foster future business and robust enrollment of students at your school?
- Where does this occur?
- What should a student see community members saying and doing during a visit.
- What should a prospective student or family say and do after visiting?

Hear

- What should a prospective family or student hear when visiting CBHS?
- What interactions are important to us in terms of our mission as Lasallians?
- How can a prospective student or family “hear” us touching hearts and teaching minds?

Pain/Gain

- There are pains and gains for some if not all incoming students



What do they HEAR?

- While visiting
- Open House
- Personal Tour
- Observing other students
- Listening to teachers, faculty and staff

What does they THINK AND FEEL?

- When thinking about high school in general?
- After visiting?

What do they SEE?

- During a personal tour
- When interacting with you personally?
- When coming onto campus for the first time?



What do they Say and Do?

- After visiting
- What can you say and do to impact what this young man feels, sees, hears about?

PAIN

- What are the potential drawbacks of this student joining this new Community?

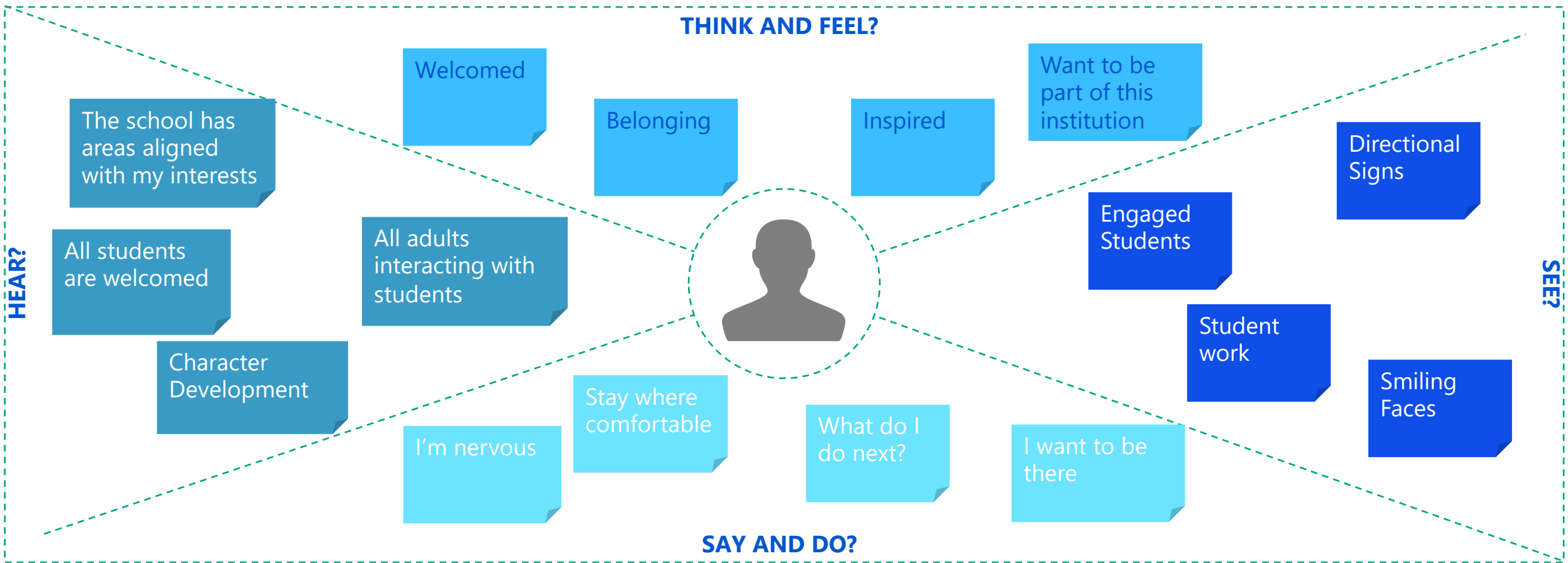
GAIN

- What are the positives for This student to join your school?



Advancement and
Leadership Services for
Catholic Education

THINK AND FEEL?



PAIN

Friends

Too Big

Uncertainty

GAIN

Networks

New Challenge

More opportunities

HYPOTHETICAL SITUATION – What could happen if they didn't have a positive experience?

**WHAT DOES a visitor THINK
AND FEEL?**

**WHAT DOES a visitor
HEAR?**

**WHAT DOES a visitor
SEE?**

**WHAT DOES a visitor
SAY AND DO??**

PAIN

GAIN



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