

**Innovation
starts with
empathy...**



*but empathy is
not enough.*



“New opportunities for innovation open up when you start the creative problem-solving process with empathy toward your target audience.”




TOM KELLEY

IDEO Partner



**Empathy isn't imagining
how you might feel in
someone else's shoes.**

*It is imagining
how they feel in
their shoes.*






Empathy isn't action.

*Empathy
informs **action.***

**Empathy, in
action,
looks like
compassion.**





**Compassion is
the key to
unlocking the
value of
empathy.**

