

AI4SL

EMPATHY MAP

A Marketing Guide For
Senior Living Care Communities

YOUR PROSPECTS are on a journey, and you need to know “where they are” so you can serve them

THE EMPATHY MAP gives you insights into what your prospects are feeling as they search for the answer to their Senior Living need.

THEIR FEELINGS and how you handle them influences their buying behavior.



THIS WINDOW into their minds will help your brand and community marketing speak directly to the **decision maker's inner thoughts** and feelings.

WITH THE EMPATHY MAP you'll create a bond that builds trust.

**AND TRUST
LEADS TO OCCUPANCY**

The Empathy Map **EXPLAINED**

There are **8 Phases** to the Senior Living journey, each characterized by the decision maker's emotions and feelings.

- **The Emotion and Feeling** for each phase are described so you know exactly what your prospect is experiencing internally.
- **Community Marketer Guidance** offers ways to support a family during each phase of their journey.
- **Suggested Supportive Language** puts words to the guidance provided and is not intended to be recited verbatim.



*The goal of the Empathy Map
is to build Trust
by making your prospect feel
Seen, Heard, and Understood*

**Phase:**

Initial Recognition

Anxiety & Confusion**Anxiety:**

This emotion often surfaces when individuals first recognize signs of concern in their loved one's health or behavior. It stems from fear of the unknown and worry about future challenges, leading to feelings of unease and nervousness.

Confusion:

Confusion follows closely behind anxiety, arising from the overwhelming amount of information and decisions that need to be made. This feeling reflects the uncertainty and difficulty in understanding the best course of action to take.

Community Marketer Guidance ↗

- Reassure the decision maker these feelings of anxiety and confusion are very normal at this stage. "We understand how unsettling it is when you realize what's happening."
- Slow down and give thoughtful answers to all their questions. Offer resources like checklists and guides to provide focus and clarity.
- Emphasize they are not alone and that you are here to assist every step of the way with compassion.

Suggested Supportive Language “”

I understand it feels overwhelming when you're just starting to realize there might be a concern with your loved one's health or behavior. It's completely normal to feel a mix of anxiety and confusion at this point. Let's take a moment to sit down together, discuss these concerns and identify what's really going on. Together, we can develop a clear, step-by-step approach to navigate through this. Ready to start this journey together?



Phase:

Research

Overwhelm & Optimism

Overwhelm:

During the research phase, the sheer volume of options, information, and considerations can lead to a sense of being overwhelmed. This feeling is characterized by a sense of being swamped or drowned by too much information and too many decisions.

Optimism:

Despite the overwhelm, optimism emerges as individuals begin to see the possibilities for improving their loved one's situation. This feeling is fueled by hope and positive expectations for the future.

Community Marketer Guidance 🚩

- Simplify the research process and present options clearly. Break things down into manageable steps for the decision maker.
- When describing your community, first focus on the aspect of your community that addresses their most important concern. Then fuel optimism by highlighting other encouraging and inspiring community aspects.

Suggested Supportive Language “”

Feeling swamped with information while holding onto hope is a common experience at this stage. I'm here to help simplify things and make sense of all the options out there. Let's break down the information into manageable steps and focus on what's truly important for your family. By prioritizing together, we can ensure the choices we make are informed and optimistic. Shall we begin?



Phase:

Touring Communities

Hope & Skepticism

Hope:

As families visit different facilities, hope arises from seeing the potential for a better quality of life for their loved one. This emotion is characterized by a desire and expectation for positive outcomes.

Skepticism:

Skepticism often accompanies hope, manifesting as a cautious attitude towards the promises and appearances of different facilities. It reflects a protective stance, questioning whether these options will truly meet their loved one's needs.

Community Marketer Guidance 📌

- Dispel any skepticism by being transparent and truly listening to concerns during the discovery process and tours.
- Highlight all the ways your community provides an environment of care, safety and security, and quality of life.
- Help them achieve certainty about what they're doing, the process, and what you offer.
- Encourage the decision maker to have their loved one visit as well to experience the community.

Suggested Supportive Language “”

It's natural to swing between hope and skepticism when visiting different communities.

I'm committed to showing you how our community stands out, by being transparent and addressing all your concerns head-on.

Let's explore together, highlighting the aspects that will most contribute to your loved one's well-being and happiness.

**Phase:**

Family Discussions

Stress & Emotional Conflict**Stress:**

Discussions among family members about the best course of action can lead to stress. This emotion arises from the pressure of making the right decision, potential conflicts, and the high stakes involved.

Emotional Conflict:

Emotional conflict is common during family discussions, stemming from differing opinions, feelings of guilt, and the emotional weight of the situation. This reflects the internal struggle and tension between various emotions and thoughts.

Community Marketer Guidance ↗

- Family tensions often flare up, so you should be prepared to mediate and find compromise if asked.
- Open communication and empathy on all sides will lead to the best outcome. Offer to facilitate a family meeting.
- Focus conversations on their loved one's happiness and needs, not just family preferences and differences.

Suggested Supportive Language “”

I know that discussions about a loved one's future can sometimes lead to stress and emotional conflicts within the family. It's important to approach these conversations with empathy and openness. If you'd like, I can help facilitate these discussions, ensuring that we keep the focus on what's best for your loved one.

**Phase:**

Conversation with Edler(s)

**Guilt, Fear
& Sadness****Guilt:**

Guilt often surfaces when initiating conversations about changes in living situations, driven by feelings of responsibility for making decisions that affect a loved one's life.

Fear:

Fear in this context arises from apprehension about how the conversation will be received and the potential changes it signifies. It's rooted in concern for the loved one's emotional and physical well-being.

Sadness:

Sadness accompanies the realization of the need for change, reflecting a sense of loss for the current state of affairs and apprehension about the future.

Community Marketer Guidance ↗

- Advise the decision maker to have this discussion in person and with sensitivity. Suggest ways to ease into the topic positively.
- Validate the guilt and sadness that will arise. Outline how we can support adjustments to minimize these feelings.
- Offer to be present to help explain options and reassure their loved one that we will take good care of them.

Suggested Supportive Language “”

Starting a conversation about changes in living situations can be tough, often filled with guilt, fear, and sadness. It's crucial to approach this talk with sensitivity and understanding.

I'm here to support you through this process, offering guidance on how to navigate these difficult emotions. Together, we can make this conversation as positive and reassuring as possible. How does that sound?"



Phase:

Decision Time

Relief & Second-Guessing

Relief:

After making a decision, relief can be felt as a burden is lifted with the resolution of uncertainty. This emotion reflects the easing of tension and stress that comes with reaching a conclusion.

Second-Guessing:

Second-guessing is a common reaction following a decision, characterized by doubt and reconsideration of the chosen path. It reflects the natural human tendency to question our choices, especially in high-stakes situations.

Community Marketer Guidance 🚩

- Gently reinforce that second-guessing is normal. We will be open to any questions that arise after a choice is made.
- Our reassurance can remind [Avatar] that their thorough research led them to make the best decision.
- Keep emphasizing the benefits this move will have on their loved one's care Safety and Security and Quality of Life.

Suggested Supportive Language “”

Making a choice can bring a sense of relief, but it's also common to second-guess yourself.

Remember, it's okay to feel this way.

I'm here to answer any lingering questions and to remind you of the thorough research and thought that went into your decision.

Let's revisit the reasons behind your choice, reinforcing the confidence in your decision. Ready to move forward with peace of mind?

**Phase:**

Moving Day

Elation & Melancholy**Elation:**

On moving day, elation can be experienced as excitement about the new beginnings and positive changes ahead. This emotion is characterized by joy and high spirits.

Melancholy:

Alongside elation, melancholy may emerge, reflecting a sense of sadness and nostalgia for what is being left behind and the significance of this change of life.

Community Marketer Guidance ↗

- Help make the space feel warm, familiar, and welcoming for the new resident when they arrive.
- Recognize the bittersweet emotions of the day. Offer lots of hugs, handshakes, and words of reassurance.
- Focus on creating joy and celebration for this new chapter ahead.

Suggested Supportive Language “”

Moving day is a mix of excitement and sadness, marking a significant change.

I'm here to ensure that this transition is as smooth and joyful as possible, focusing on making your loved one feel welcomed and at home from the start.

Let's work together to create a warm, celebratory atmosphere for this new chapter. How can we make this day special for everyone involved?



Phase:

Adjustment Period

Apprehension & Acceptance

Apprehension:

During the adjustment period, apprehension is common, stemming from uncertainty about how well the new environment will be adapted to. This emotion reflects anxiety or fear about the unknown.

Acceptance:

Over time, acceptance grows as individuals begin to feel more comfortable and settled in their new situation. This emotion signifies a reconciliation with the new state of affairs and a readiness to move forward.

Community Marketer Guidance 🚩

Reassure the family any initial uneasiness is normal. Our staff are always available to talk and troubleshoot.

- Respect the resident's space as they acclimate, while providing friendly support and check-ins.
- Once trust is built, acceptance follows. Be open and patient through the transition process.

Suggested Supportive Language “”

Feeling uneasy during the initial adjustment period is completely normal.

I'm here to offer support, listen, and address any concerns that may arise, ensuring a respectful balance between providing help and allowing space for your loved one to acclimate.

With patience and open communication, this community will soon feel like home. Shall we discuss how to best support your loved one during this time?

MAKE IT YOUR OWN

I encourage you to modify The Empathy Map to align with your brand's mission and your experiences with families you've served.

I placed both of my parents in Assisted Living and this tool is largely based on that experience. It's also informed by the families I met in communities as they were taking this stressful journey.



MAKE IT YOUR OWN



Phase:

Activity

Emotions

Community Marketer Guidance 🚩

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Suggested Supportive Language “”

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