



Knowing Our beneficiaries!

A Youth Panel Consultation with 10 young people aged 10 - 16 years old

We use a business tool called 'Empathy Mapping' each year to understand our beneficiaries better, to ensure our services are fit for purpose and led by the young people we serve.

Empathy Mapping is a tool developed by visual thinking company [XPLANE](#). This tool helps us to go beyond our beneficiaries demographic characteristics and develop a better understanding of environment, behaviour, concerns, and aspirations.

[The Business Model Generation](#) by Alexander Osterwalder and Yves Pigneur

Knowing Our Beneficiaries Questions - A Youth Panel Consultation with 10 young people aged 10 - 16 years old

What do they see?

Describe what they see in their environment

- What does it look like?
- What surrounds them?
- Who are their friends?
- What are they exposed to daily?
- What problems do they encounter?

What do they think and feel?

What goes on in their mind?

- What is really important to them that they may not be able to say publicly?
- Imagine their emotions, what moves them?
- What might keep them up at night?
- Describe their dreams and aspirations?

What is their pain?

What are their biggest frustrations?

- What obstacles come between them and what they want and what they want to achieve?
- Which risks may they fear taking?

What do they say and do?

Imagine what they say or how they may behave in public?

- What is their attitude?
- What could they be telling others?

Pay particular attention to conflicts between what they might say and what they truly feel.

What do they hear?

Describe how the environment influences them

- What do their friends, significant other and family say?
- Who really influences them and how?
- Which media channels are most influential?
- What does the media say about them?

What is their gain?

What do they truly want or need to achieve?

- How do they measure success?
- Think of some strategies they might use to achieve their goals?

Knowing Our Beneficiaries Answers

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What do they see?

May live in a rough area
Sees his peers experiencing peer pressure
Experiences peer pressure
Maybe from a rich background, in a suburban area, may not get enough attention from home

Regardless of where he is from, not enough parent interaction, may not fit in at school

May have siblings
See people progressing into their future
See young people playing
Friends with a mix of personalities and abilities
Funny, smart, need of help,
Seeing people working and how that
Social Media and peoples stories
News and knife crime
Young black males getting killed
Sheltering from Coronavirus
People with potential going through the wrong tunnel.
People not controlling anger, getting into gangs because of peer pressure
Black people have life much harder than white and asian people

What do they say and do?

Adults to get out there to protect young people
Adults to have a presence on the streets
Give information to young people not just adults
Need more positive friends to be more confident.
People imagine completely different to you mean
Things we are scared about make us have conflict with what we say and do.
Takes a long time to find a special connection with someone to tell them your feeling
Change cant happen instantly

What do they think and feel?

I'm angry
Everyone being able to live free and equal, without having to be stopped
Trying to be my best self everyday, not letting things stop me.
Allowing myself to let go of things that really hurt you.
Go to school with a happy smile but covering hurt
Wanting to see change in everything in the world whether small or big, but its never done.
Wanting to see something new in the world.
People not controlling anger, getting into gangs because of peer pressure
Podcasts make you feel like you relate to someone,
Movies put into a good mood and can see how relate to real like
Music influences mood a lot.
Peoples actions or lack of actions influences mood
Do not have a good night sleep, unless they have a up and down down.
HAving an argument keeps them up at night.
Black people have life much harder than white and asian people
More black people are in poverty
Change cant happen instantly

What do they hear?

Friends say I'm confident, have energy, able to vibe.
The media say I'm aggressive and nosey, rude, loud mouth if they are hating.
Teachers say I have a good work ethic
Stingy celebrities, thinking about themselves.

What is their pain?

Being black and female is an obstacle to achieving in society
Being the therapist of all my friends is frustrating
Being a person of colour to lean on, but not having a wall to lean on.
Fears about the future because of the examples they see adults experiencing
Finding black role models within different sectors to look upto.
Fears about being interviewed by white people.
Stereotypes that black people are given
Need more positive friends to be more confident.
Dark skin people experiences
Not seeing worthy people getting recognition

What is their gain?

Pass qualifications, getting good grades
Have a successful business
Try new things
Speaking to a mentor
Studying
Focuses
For the greater future
To be successful
Be determined
Not procrastinating
To be an inspiration to all people of colour



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