Community of Practice 2SLBGQT Empathy Map **THINK AND FEEL** What really counts Major preoccupations Worries and aspriations **HEAR** SEE What is heard? Environment What matters? Printed Material What hurts and what pleases? On the Website **SAY AND DO** Attitudes, appearance Behaviour towards others **PAIN GAIN** Fears, frustrations, obstacles Wants/needs, measure of success