

# The 6 Areas of Empathy for Conscious Business

A Downloadable Tool by Prana Business Consulting | Marketing for Good

Use this tool to workshop, reflect, and make decisions that balance people, planet, and profit, while marketing with authenticity.

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## Step 1: Define Empathy for Your Business

Think of a recent business decision—big or small. Reflect individually and as a team:

1. Who was affected?
2. How might they have felt?
3. How could this experience have been better?
4. How could this decision create a kinder, more caring environment?
5. How could this influence conscious, authentic marketing?

Write a one-sentence definition of empathy for your business:

Example:

"Empathy means understanding my own limits, my team's needs, my customers' challenges, and my community's priorities, then making decisions that create value, care, and purpose for all while marketing authentically."

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## Step 2: Apply the 6 Areas of Empathy

| Area      | Key Question                                | Quick Actions                                                   | Reflection                                                   |
|-----------|---------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------------|
| Customer  | What do customers truly need?               | Listen deeply, map journey, serve first                         | Are we solving their real problem and showing care?          |
| Team      | How do we support people to thrive?         | Respect boundaries, create safety, celebrate effort             | Do team members feel valued, cared for, and proud to belong? |
| Community | How does our business impact the ecosystem? | Support local, mentor, contribute                               | Are we adding value and connection, not just extracting?     |
| Planet    | How do we minimize harm and regenerate?     | Measure impact, make conscious choices, advocate sustainability | Are our operations aligned with care for the planet?         |
| Self      | How do we sustain our capacity?             | Set boundaries, take breaks, ask for support                    | Am I well enough to show up fully for others?                |
| Legacy    | What do we want to be remembered for?       | Think long-term, build relationships, embed values              | Will our decisions create pride and purpose for the future?  |

## Step 3: Use the Empathy Decision Check

Before major decisions, ask:

1. Customer – Does this genuinely serve them?
2. Team – Does this respect and support our people?
3. Community – Does this contribute positively to our ecosystem?
4. Planet – Does this minimize harm and maximize sustainability?
5. Self – Can I sustain this decision long-term?
6. Legacy – Will we be proud of this decision in 10 years?

If “no” to any—reconsider.

## Step 4: Implement & Track

- Start small: choose one area to focus on this quarter.
- Make one actionable change.
- Track impact on:
  - Customer satisfaction

- Team wellbeing and retention
  - Community contribution
  - Environmental impact
  - Personal sustainability
  - Marketing and brand alignment
- Celebrate wins and share stories of care, impact, and conscious marketing.

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## Step 5: Make Empathy Strategic

Empathy + kindness + conscious marketing =

- ✓ Stronger relationships
- ✓ Better decisions
- ✓ Loyal customers
- ✓ Engaged teams
- ✓ Long-term growth

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### Prana Tip:

Empathy doesn't have to be perfect—start small, practice consistently, and let it transform your culture, business outcomes, and marketing.

Build a more empathetic, conscious, and profitable business:

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