

# 5 steps to help you LISTEN WITH YOUR HEART

A list of qualitative research techniques implementing Austrian Empathic Diagnosis.

## 1: Strategic Planning

Start with a research plan and clear goals.

- ✓ Articulate the purpose of your customer research.
- ✓ Know what you plan to do with the results.
- ✓ Know the expected value of the information.



## 2: Weekly Conversations

Keep the customer feedback loop open by conducting weekly conversations.

- ✓ In their homes or workplaces.
- ✓ In your office.

## 3: Listen To Learn

Focus on listening to stories, not asking questions.

- ✓ It's not an interrogation! Make sure they feel comfortable.
- ✓ Let the customer do the talking.
- ✓ Remember that you're there to learn, not to sell.



## 4: Connect Emotionally

Listen with the heart to find hidden truths.

- ✓ Start with an emotional handshake.
- ✓ Listen for the customer's emotional drivers - the **subjective** reasons they behave as they do.
- ✓ These are "hidden truths" - requiring your interpretation

## 5: Improve Customer Experience

Apply what you've learned from customers to design a better experience.

- ✓ What is the experience they want?
- ✓ What are the gaps in the current experience?
- ✓ How can you make them feel better about their experience?



## Let Austrian Economics Guide Your Empathic Interviews.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

Discover more free entrepreneurial resources at [e4epod.com](http://e4epod.com)

**ECONOMICS**  
FOR ENTREPRENEURS

*Hunter Hastings*  
[hunterhastings.com](http://hunterhastings.com)

**MISES INSTITUTE**  
AUSTRIAN ECONOMICS, FREEDOM, AND PEACE  
[mises.org](http://mises.org)