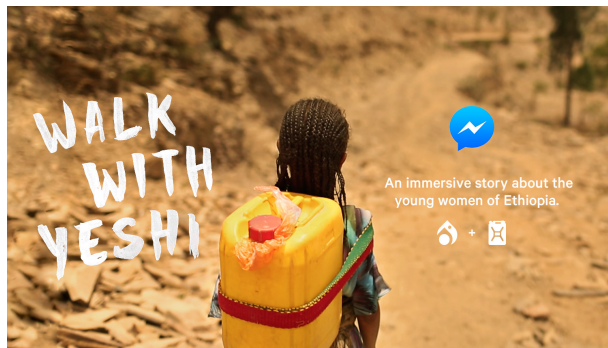


Empathy Crisis

What is it? Technology offers increasing opportunities for people to connect, but recent polls show that the majority of adults feel that society is more broken and divided. From climate doubt to vaccine fears, we find it increasingly hard to show empathy, especially for those whose beliefs, experiences or identity is 'other'.

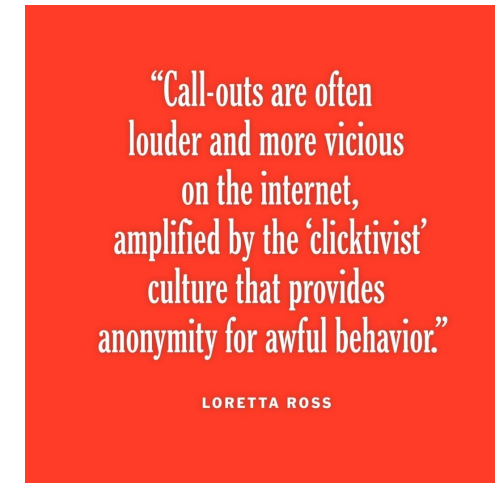
Why Should I care? In the most extreme circumstances, some will be left without the will, need or ability to understand anything outside of what, or who, they already know and care about. Garnering support in this new and isolated world is going to be an uphill battle. **We need empathy now, more than ever.**



Go beyond the numbers to tell stories



Bridging Divides



Listen,
Listen,
Listen

So what?

How can you connect people to your cause through immersive storytelling?

How can you find the intersections between communities?

How can you actively listen to your supporters to build connection?