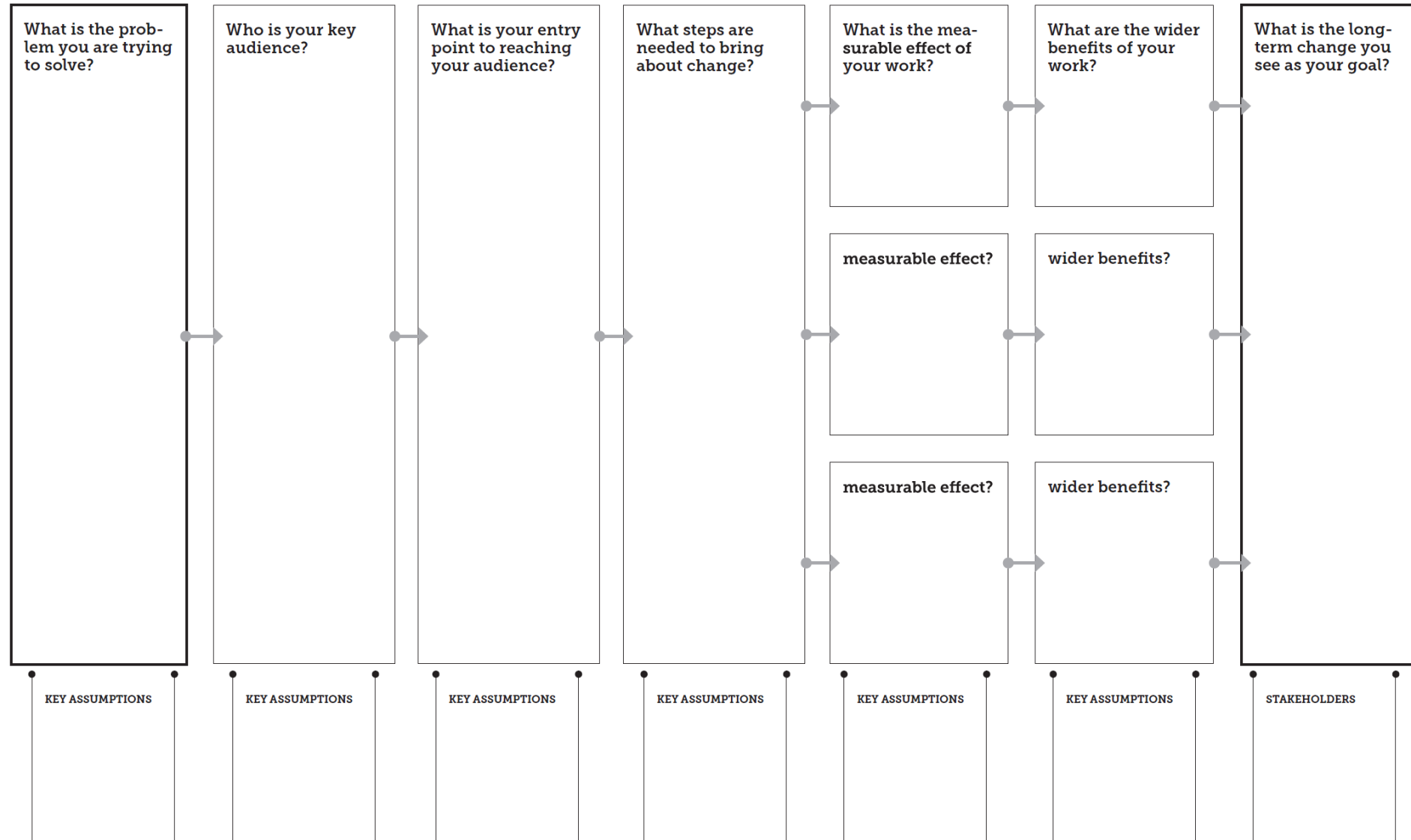


Theorie of Change



Empathy Map

THINK & FEEL?

HEAR?

SEE?



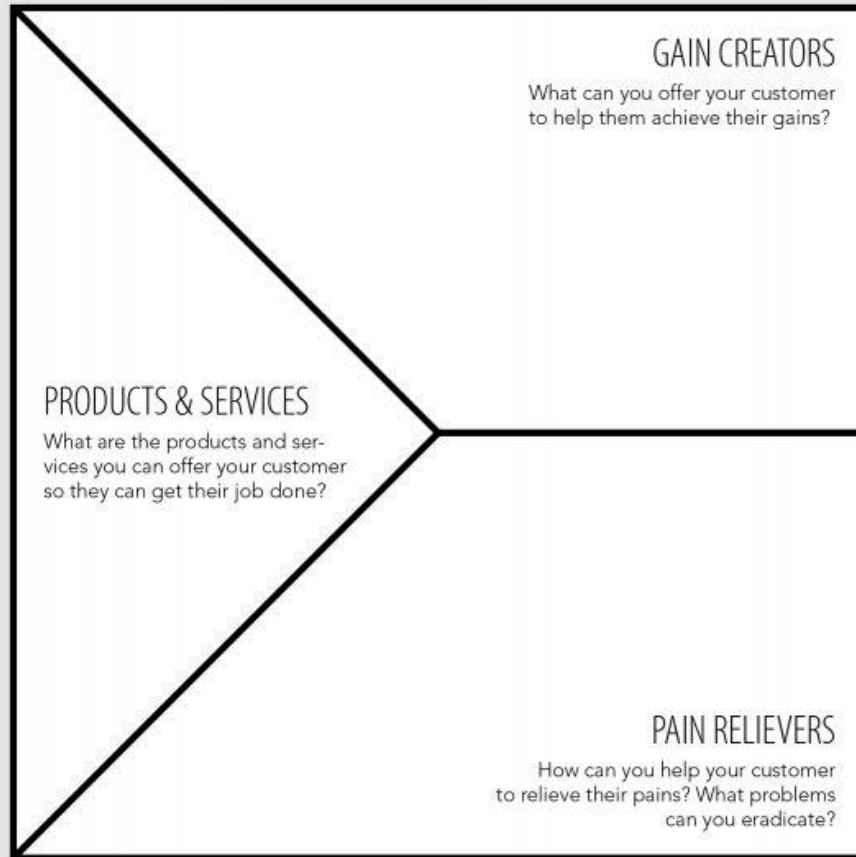
Say & Do?

Pains?







Jobs?

Gains?

VALUE PROPOSITION CANVAS



Business-Model-Canvas

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Cost Structure 	Key Resources 		Channels 	

BMI • Persona canvas

● Negative trends

Negative trends from the environment

7

Persona _____

● Positive trends

Positive trends from the environment

4

● Headaches

Professional and work related issues

8

● Opportunities

Professional and work related positive outcomes

5

● Fears

Personal issues

9

● Need

What does this person really want?

3

● Hopes

Personal goals and hopes

6

Name _____

Role/occupation _____

Age _____

Other information _____

1



DAAD

Higher Education Dialogue
with the Muslim World