

## Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Help businesses
navigate the digital
landscape by creating
a comprehensive plan
for adopting new
technologies and
enhancing their online
presence.

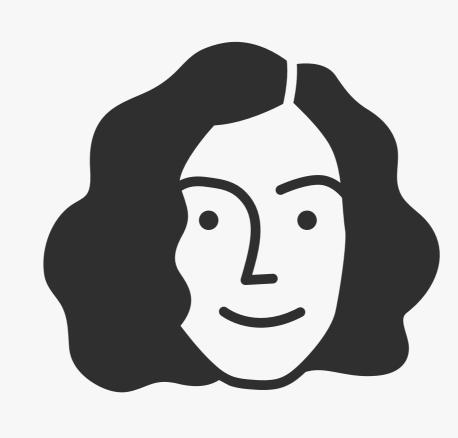
Help businesses
leverage their data to
generate new
revenue streams,
whether through
insights, partnerships
or creating datadriven products.

Advise companies on incorporating eco-friendly initiatives into their operations, from energy-efficient practices to waste reduction strategies.

Assist organizations in optimizing their remote work setup, including collaboration tools, communication strategies, and maintaining team

Develop personalized health and wellness programs for employees, focusing on mental health, physical fitness, and overall well-being.

Work with companies to create and implement inclusive diversity and equity programs that foster a welcoming and diverse workplace culture.



## Persona's name

Short summary of the persona

Analyze customer journeys and recommend improvements to enhance the overall experience, leading to increased customer satisfaction and loyalty.

Advise businesses on the potential applications of blockchain technology in their industry and assist in implementing secure and transparent solutions.

Guide brick-andmortar stores in expanding their reach by developing and executing an effective ecommerce strategy. Remember, the success of any consulting idea depends on thorough research, understanding client needs, and delivering valuable solutions.

Offer guidance to individuals looking to build a strong personal brand, including online presence, networking, and thought leadership.

Bright ideas the great good knowledges.



## Does

What behavior have we observed? What can we imagine them doing?



**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

