



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 data-driven 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 cohesion.

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.

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.

Remember, the success of any consulting idea depends on thorough research, understanding client needs, and delivering valuable solutions.

Guide brick-and-mortar stores in expanding their reach by developing and executing an effective e-commerce strategy.

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?