





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?

Attitude in public

What really counts

Behaviour towards others

Apperance

major preoccupations

worries & aspirations



business card

what friends say

what influencers say

what really counts

• what boss say

major preoccupations

worries & aspirations



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?

[See an example](#)