



## Says

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

Money is  
commodity  
money.

A Tax is a  
mandatory  
fee.

Employee  
charged with  
carrying out  
the work

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Legal issue that  
concern by  
Higher  
authorities like  
workplace safety,  
premises,  
professional etc.

Dead line help us  
to collaborate  
towards achieving  
a shared goal and  
to keep complex  
multistage  
projects on track.

Critical Thinking  
enables employees  
to consider  
multiple  
perspectives and  
potential outcome  
of different  
decision

# ESTIMATION OF BUSINESS

Focus on  
established  
revenue  
source

The attitude  
you want  
during  
completion

The Corpus  
of funds and  
credit  
employed in  
business.

Feelings  
sadness

Inadequate

Self doubt



## 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](#)