



## Says

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

Project management  
is a process of  
managing the  
time, people,  
technology, the  
organization



## Thinks

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

Project management  
is a process of  
managing the  
time, people,  
technology, the  
organization



## Does

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

Project management is  
a process of  
managing the  
time, people,  
technology, the  
organization



## Feels

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

It is more use  
ful for all  
types of work  
because it's  
very easy to