



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?

Consulting refers to the practice of providing expert advice, guidance, and solutions to individuals, organizations, or businesses seeking assistance in various areas. Consultants are typically specialists in their respective fields and offer their expertise to help clients solve problems, make informed decisions, improve processes, and achieve their goals.

A "bright ideas" consultant is someone who specializes in generating innovative and creative solutions for their clients. They focus on brainstorming, ideation, and helping clients come up with new and imaginative approaches to their challenges. Here are some aspects of what a bright ideas consultant might think about:

In the realm of ideas consulting, consultants engage in various activities and processes to facilitate the generation, development, and implementation of creative and innovative ideas for their clients. The specific tasks and steps involved can vary depending on the nature of the project, the industry, and the client's needs. Here are some of the key activities that ideas consultants typically undertake:

Working in the consulting field can bring about a range of feelings and experiences, both positive and challenging. Here are some emotions you might feel as a consultant:



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?

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