



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?

Activity  
Concerned with  
the supplying  
and  
Distribution of  
Commodities

Organization  
that carries  
out  
professional  
Activities

BUSINESS

The Word  
business comes  
from the word  
busy and means  
doin these

Business can  
also refer to  
Professional  
or Financial  
Matters

Personal  
Legacy

Improved  
Financial  
Performance

OUR  
DREAMS  
HOPES  
NEEDS

The Best  
Goals And  
Plans Are  
Owned By  
The Team

The most  
important key  
performance  
Indicator,the one  
drives everythink  
else

ESTIMATION OF  
BUSINESS EXPENSES

Fear Of  
Failure's

Fear of  
change

Fear that  
you don't  
know  
enough

Fear of the  
unknown

Fear of  
Committing  
to business  
expenses

Fear of  
taking risk

FEAR  
FRUSTRATION  
ANXIETY

Fear of  
disappointing  
others

Fear of  
you're not  
good  
enough

Fear of being  
pushed into  
uncomfortable  
situations

Fear of  
being  
Wrong

Fear of  
saying  
No

Optimistic-Who  
believe they  
and their  
partner make  
the best choice

Pessimistic-Who  
make decision  
based on what  
they see as the  
lesser of two  
evils

BEHAVIOR  
WE HAVE  
OBSERVED

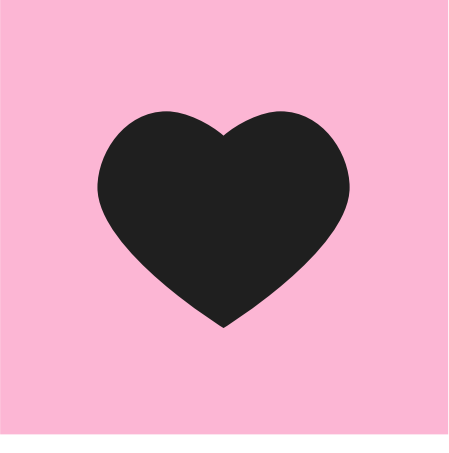
Trusting-Who  
naturally collabrates  
and will always co-  
operate without  
regarding winning  
or losing

Envious-Who  
don't actually  
mind that they  
achieve as long  
as they're better  
than everyone



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?