



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?



Feels

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



Does

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

 [See an example](#)

BRIGHT IDEA  
CONSULTING

To delivery of  
your  
development  
program and  
goals

To produce  
home for  
sale

To offer  
leadership  
on an interim  
or short trem

To offer high  
level assistance  
on projects  
,program, staffing  
or strategic  
issues

Bright ideas are a  
company  
specialising in  
offering help and  
support to  
organisations  
requiring. assistance

To deliver  
their  
development  
program and  
ambitions

Leadership  
on the  
bright idea  
consulting

Bright ideas  
is looking  
for sites to  
develop

If you need a  
partner,some  
advice or want to  
sell a site ,get in  
touch with us  
today

Basis to help  
offer strategic  
and practical  
help, as  
required

We can be  
brought in  
on a short  
term

Project  
development  
and  
management