



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?

The Right people  
delivering Quality  
solutions with  
Measurable  
results.

Tech-Pro offers a  
support services  
program to all  
full-time Tech-Pro  
employees at no  
cost.

TechPro is a multi-  
faceted company  
which prides itself  
in mobile app,  
web and software  
development.

We have the  
expertise and  
talent to make  
your ideas  
come to life.

We offer a mass transit  
and parking plan to all  
full-time employees  
who use bus transit for  
their trip to work or pay  
for parking while at  
work

The program helps  
employees and their  
family members more  
effectively deal with  
their concerns both in  
and out of the  
workplace



iManage connects  
documents and emails  
and saves them in a  
single unified folder,  
organized by client,  
project, or legal matter.

iManage is the  
leading  
document  
management  
system on the  
market

There is  
little or no  
job  
satisfaction

It's trusted by the  
world's biggest law  
firms and provides a  
secure, low-  
maintenance cloud  
solution that allows us  
to focus on better  
serving our clients.

The new  
implementation  
is nothing more  
than a new  
field.

There is no  
innovation  
and no  
satisfaction.



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?