



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?

It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong.

Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon... must inevitably come to pass!

I've always followed my heart and pursued my dreams, and I imagine that people find that inspiring. I hope that is the effect I have on my fans and people in general.

Every New Year, many of us make resolutions or goals that eventually go unsatisfied: eat healthier; pay better attention in class; volunteer, exercise more.

As much as we know our lives would improve if we actually achieved these goals, people quite often don't follow through

we are often enacting the same psychological processes involved with achieving loftier dreams



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Short summary of the persona

We often forget to factor in the distortion of observation when we evaluate someone's behavior. We see what they are doing as representative of their whole life

The observer effect is not universal. The moon continues to orbit whether we have a telescope pointed at it or not. But both things and people can change under observation.

Anxiety is a psychological, physiological, and behavioral state induced in animals and humans by a threat to well-being or survival, either actual or potential.

Are you ever on your best behavior when you're alone in your house? To get better at understanding other people, we need to consider the observer effect: observing things changes them, and some phenomena only

These feelings of fear or uneasiness are natural responses and often come as a result of stress

public speaking, financial struggles, job interviews, school assignments, and other common concerns.



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?