



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?

SPENDING BEHAVIOUR SAYS

Your spending behavior is how you regularly, almost automatically use your money. Of course, inherent in one’s spending behavior are the times when one does not spend, i.e., saving behavior.

IDENTIFY OPPORTUNITIES FOR GROWETH

Another way to find opportunities for growth is to learn from others who have more experience, knowledge, or skills than you. You can seek mentors, coaches, or peers who can offer you guidance, advice, or feedback.

SPENDING BEHAVIOUR THINKS

I wait until I have enough money to buy it.

I ask my parents or guardian to buy it for me.

I check the prices to find the best deal.

I take the money out of my bank.

IDENTIFY OPPORTUNITIES FOR GRO

How to start identifying growth opportunities. In order to begin identifying growth opportunities, you need to expand your thinking beyond historical metrics like penetration, market share, and loyalty, and begin to create goals from them.

SPENDING BEHAVIOUR DOES

We all see and use money in different ways. As a result, everyone’s spending habits are a bit different. We tend to talk about spending behavior as part of a larger money personality: how do you see money and how and why do you use it? We develop our unique habits and attitudes about money through a variety of sources. These include

Past experiences with money.

The media.

Our friends and family.

Our culture.

Religious teachings and traditions.

Does

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

IDENTIFY OPPORTUNITIES FOR GROWETH

Market development.
The market development approach involves selling your existing products to new markets. ...

Market penetration.
Increasing market penetration is probably the least risky growth approach. ...

Diversification.

Product or service innovation.
...

SPENDING BEHAVIOUR FEELING

In that case, it may indicate that we are using spending to cope with stress or emotions. Similarly, if we find ourselves hoarding money and being overly frugal, it may indicate that we have a fear of scarcity or a lack of trust in our ability to manage our finances.

IDENTIFY OPPORTUNITIES FOR GROWETH

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Feels

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

