



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?

Accurate financial planning is crucial for the success of our business.

Its important to work closely with the business to ensure accurate expense projections

I need to make sure our budget is realistic and that we are not overspending.

I need to consider all possible expenses to ensure our estimates are realistic.

How can we prepare for unexpected expenses?

Where can we cut costs without sacrificing quality?



ESTIMATION OF BUSINESS EXPENSES

Analyses historical financial data, collaborates with different departments to understand spending methods, researches and industry benchmarks.

Researches cost saving strategies, previews cost expense reports, consults with advisers or mentors.

Researches industry benchmarks reviews historical expense data, consults with team members.

concerned about missing out on potential costs, anxious about budget overruns.

Determine to keep the business financial stable, cautious about making mistakes in estimates.

Dedicated to providing precise financial insights, a sense of responsibility for the financial health of the business.



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?