



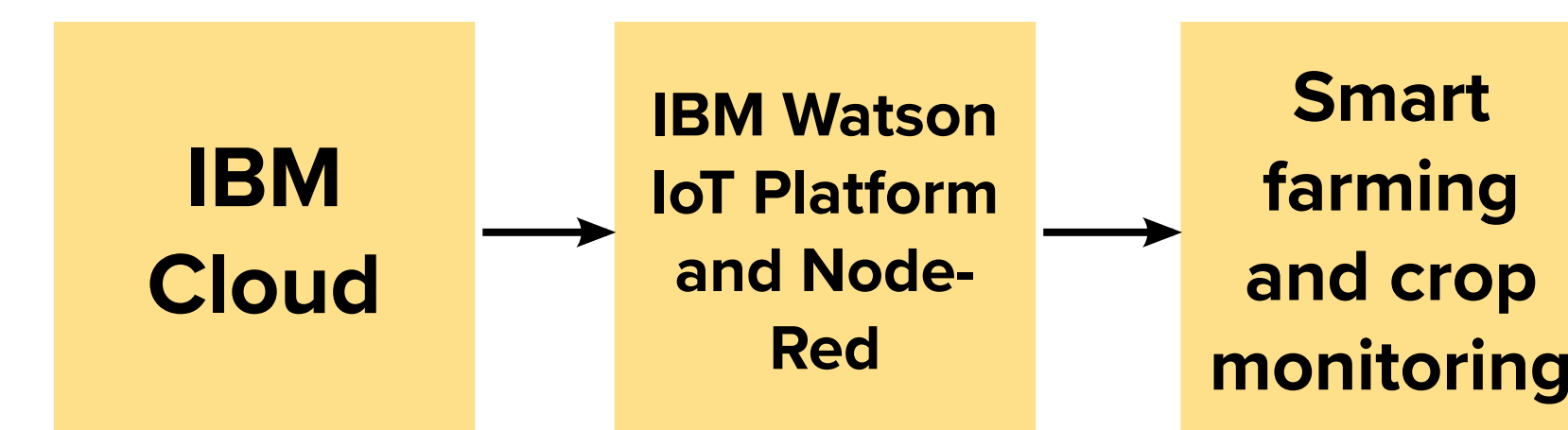
What do they **THINK AND FEEL?**

what really counts
major preoccupations
worries & aspirations



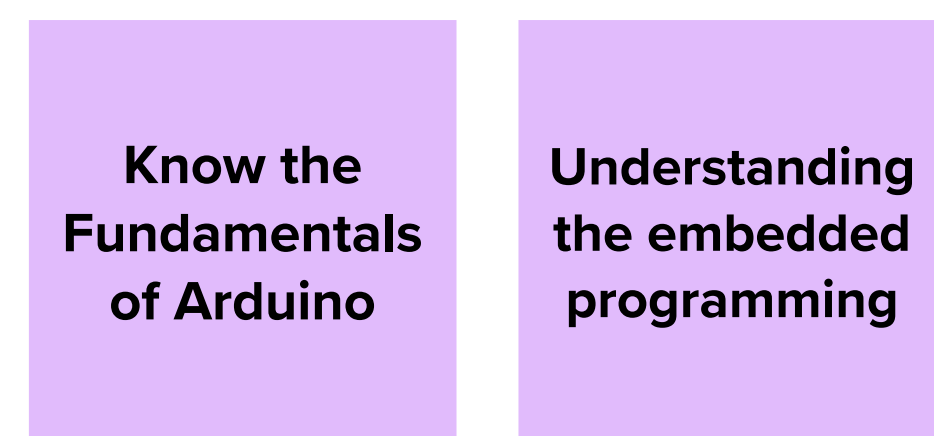
What do they **HEAR?**

what friends say
what boss say
what influencers say



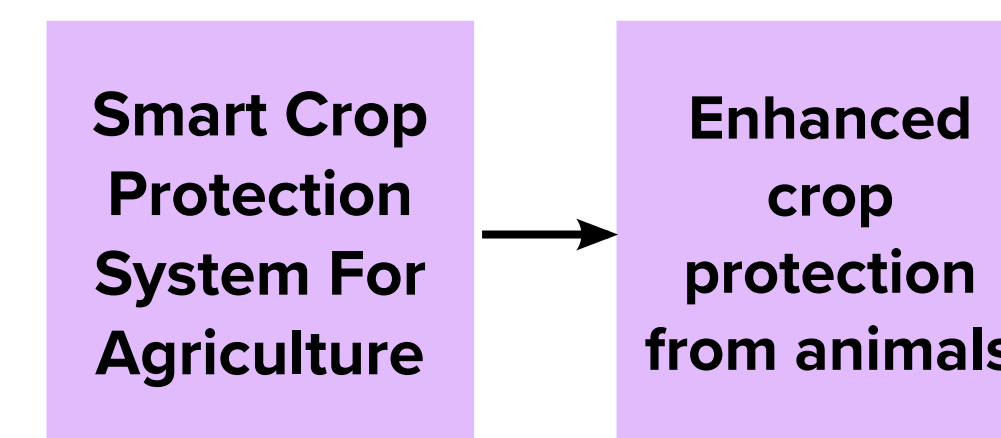
What do they **SEE?**

environment
friends
what the market offers



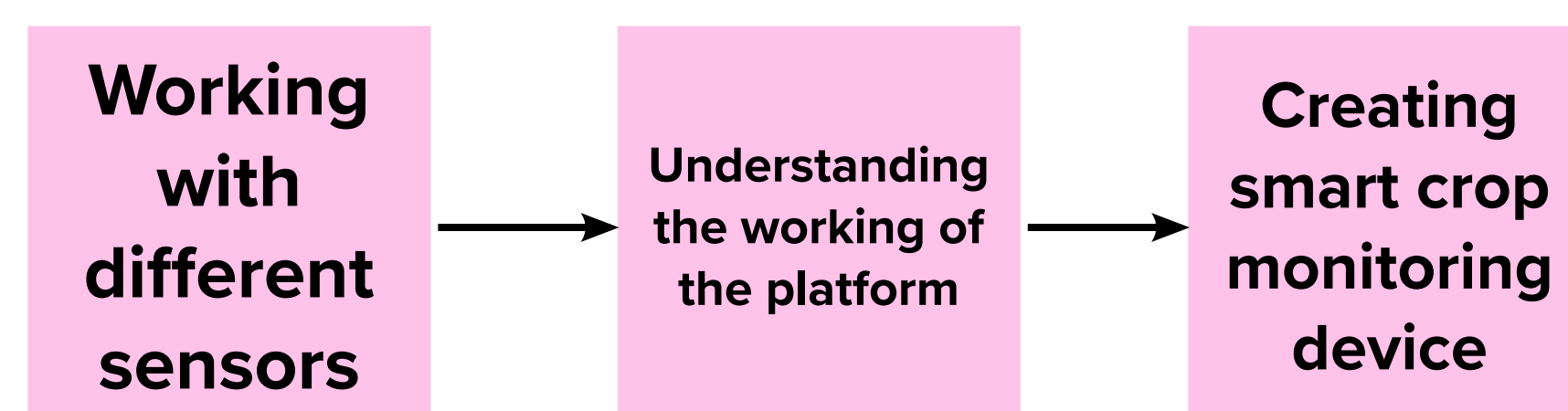
What do they **SAY AND DO?**

attitude in public
appearance
behavior towards others



PAIN

fears
frustrations
obstacles



GAIN

"wants" / needs
measures of success
obstacles

