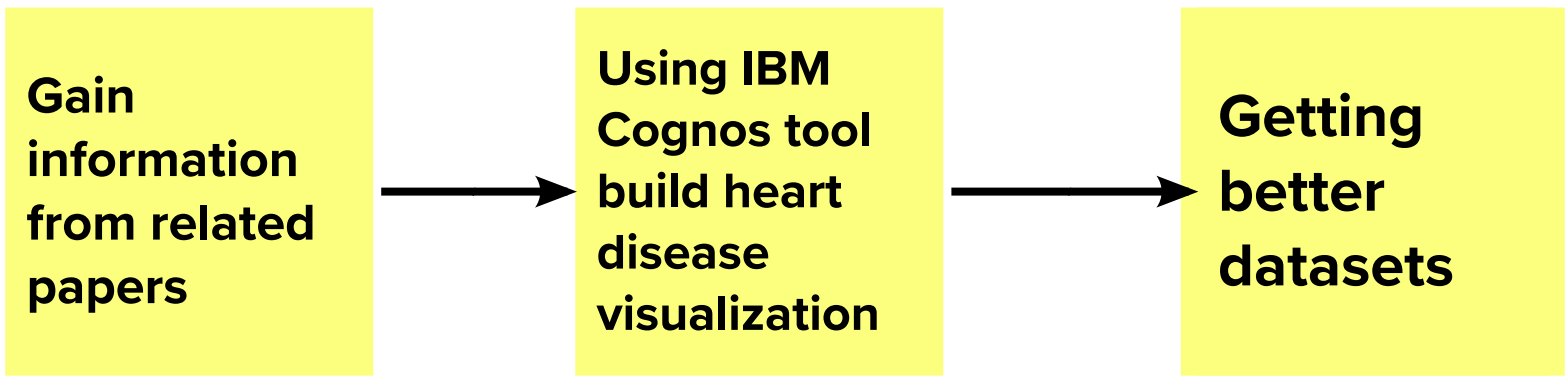




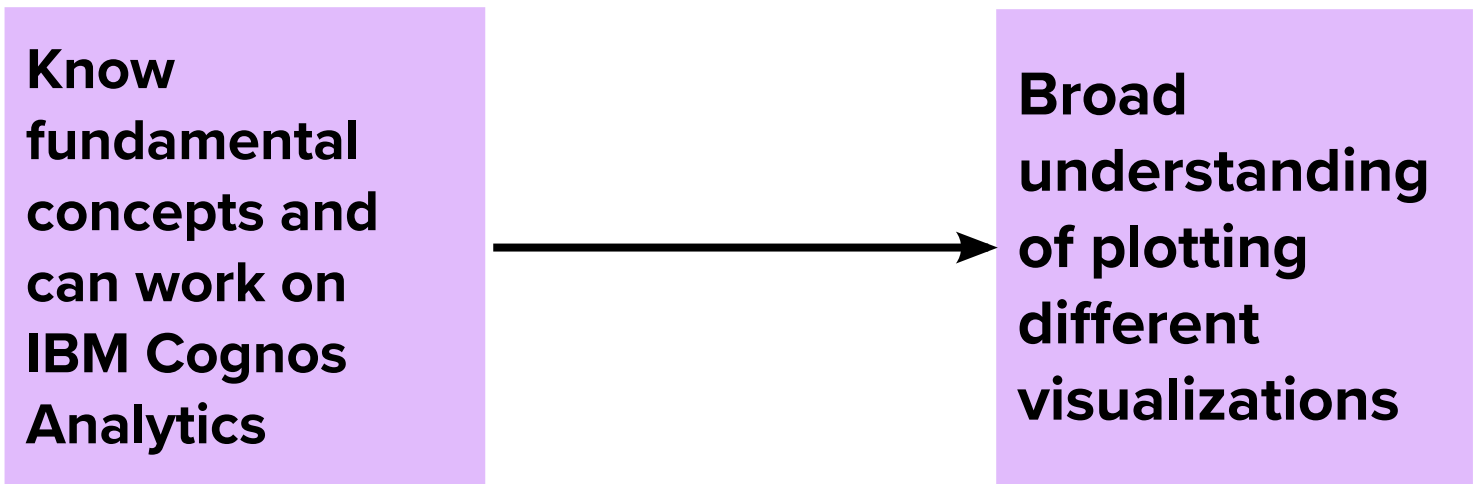
*What do they*  
**THINK AND FEEL?**  
what really counts  
major preoccupations  
worries & aspirations



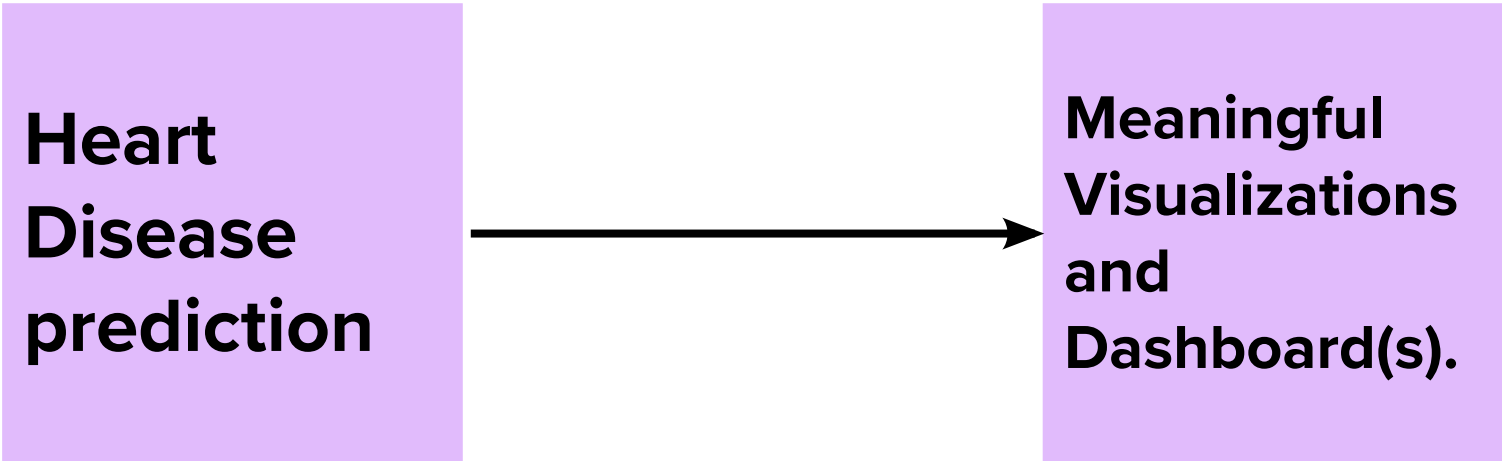
*What do they*  
**HEAR?**  
what friends say  
what boss say  
what influencers say



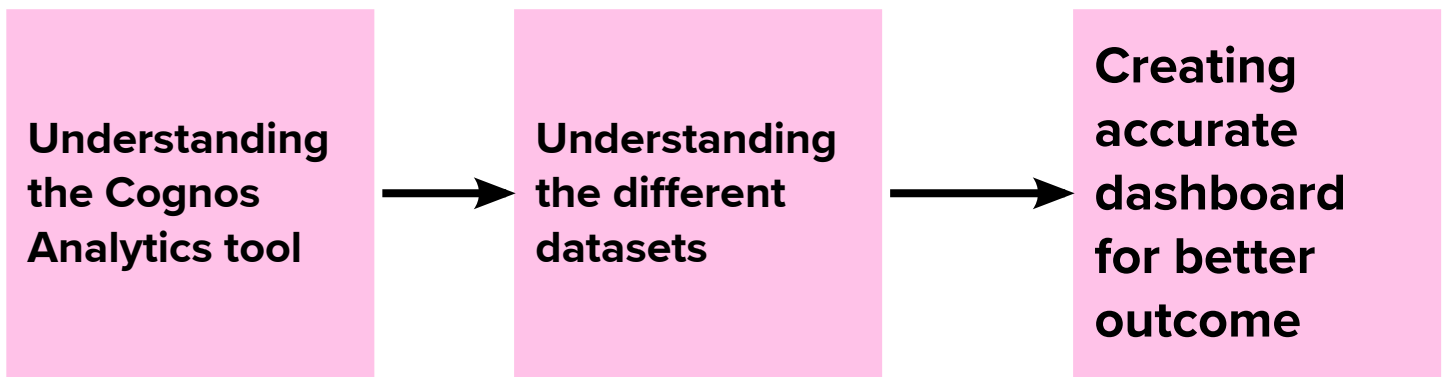
*What do they*  
**SEE?**  
environment  
friends  
what the market offers



*What do they*  
**SAY AND DO?**  
attitude in public  
appearance  
behavior towards others



**PAIN**  
fears  
frustrations  
obstacles



**GAIN**  
“wants” / needs  
measures of success  
obstacles

