

# 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

Work life  
balance

Meeting  
dealines

Improvements  
and  
suggestions

## What do they SEE?

environment  
friends  
what the market offers

Workspace

Colleagues

Responsibility  
and work

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

What  
environment  
is right for  
me?

Examine the  
workplace  
cultures of  
competing  
companies.

What  
factors  
keep me in  
the firm

## PAIN

fears  
frustrations  
obstacles

Job anxiety

Change and  
uncertainty

Under  
performance

## GAIN

"wants" / needs  
measures of success  
obstacles

Optimized  
workforce  
utilization

Career  
growth &  
recognition

Meeting  
aspirations