

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

*skill and job  
recommended  
application*

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Business  
acumen and  
Collaboration  
or teamwork.

Adaptability  
and  
Problem  
solving

Positivity and  
communication

Organization  
and  
Leadership

Critical  
thinking and  
problem  
solving

Oral and written  
communications  
skills

Professionalism  
and strong work  
ethic

Teamwork  
and  
collaboration

Excellent  
communication  
skills

Initiative and  
drive

Critical  
thinking

Cultural  
understanding

Teamwork  
and  
interpersonal  
skills.

Planning  
and  
research  
skills

Effective  
leadership  
and  
management

Commercial  
awareness

**PAIN**

fears  
frustrations  
obstacles

**GAIN**

"wants" / needs  
measures of success  
obstacles

Pandemic  
Insecurity.

Finding a job  
with Work-Life  
Balance.

self  
management

positivity  
attitude

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