



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

i feel  
responsible for  
the company  
and  
employees

Stressed

Too  
expensive

Unsure  
whom to  
trust

Excited

I believe  
this is the  
right move

Will it be useful  
if  
implemented?

i see if the fire  
management  
system  
responds  
quickly to the  
environment

if the system  
is durable  
and reliable

I see other  
industrialists  
and their  
decisions

if the  
system is  
scalable

What do they  
SEE?  
environment  
friends  
what the market offers

whether the  
system is  
user-friendly

Refund  
policies on  
products

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

I compare  
prices

More research

I discuss to  
whom should I  
give  
responsibility?

Estimation on  
total  
expenditures

I tell others  
about the  
importance of  
the system

Ask for a  
trial

## PAIN

Long time to  
implement

Frustrations

Confused

Obstacles

Risks

Fear

## GAIN

"wants" / needs

Safety of  
employees  
and  
machines

Control and  
maintenance

Good  
reputation for  
following  
duty of care

Industry will  
be known for  
best  
workplace  
culture

Good  
benefit-cost  
ratio

If cost  
effective  
measures can  
be taken

What others  
think?

Is fire  
management  
necesarry ?

Hear  
feedback  
after sharing  
plans

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