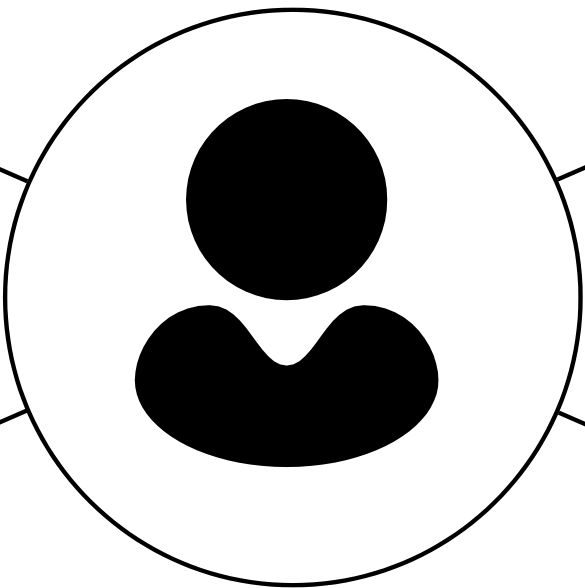


Preoccupation

What is important?

Desires?
Aspirations?
Worries?

What do
THINK AN EEL?
what really
major preoccupations
worries & aspirations



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

Who really influences?
How?

What media channels influences this person?

Books ,
Magazines,
TV,
Facebooks ,
blogs ?

What is the environment like?

What 's going on in their world?

What peers say?

What do they
?
friends
what the market offers

What do they
SAY AN O?
attitude in
behavior towards

How is the attitude?

How do they act in public?

What's the image portraiyed?

What are the contradictions between what is said and what is felt?

of

What are the frustrations? What obstacles stand in the way? What are the risks? What strategies can help in reaching goals? The employee will continue the job The client will gain the more profit in their business We will recover the employee from the attrition We have a strategies depends on the employee character