

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Helpful

Backbone
to
knowledge

Constructive
base for
further
projects

Way of
approach

Communicaion

Skills

What do they
HEAR?

what friends say
what boss say
what influencers say

Collectable
Skills

Own work
wil have
precesion

More skills
more
responsibilities

What do they
SEE?

environment
friends
what the market offers

Complication

Loaded
work

Not enough
Skills

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Divide Task

Time
management

Co-
operation

PAIN

fears
frustrations
obstacles

Respect

Low in
resources

Non
affordable
contents

Less focus

Lack of
teamwork

Co-
ordination
and Co-
operative

GAIN

"wants" / needs
measures of success
obstacles

GOAL

Endurance
skills that
lasts

Collection
of skills