



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Fear of not
getting a
qualified
job

where can I
find a job
that fits my
skill set?

How can I
know the job
openings in
my dream
company?

Where can I get
suggestions
from
experienced
one?

Is my
knowledge
match with the
current
technologies.?

What to do
next in my
life?

Make
network of
professional
people.

Keep your
resume
outstanding
from others.

Do
interesting
project that
will impress
the recruiter.

High work
load but low
compensation

Friends
continuously
switching jobs
for better
salary.

Lot of fake
job offers in
the
internet.

What do they HEAR?

what friends say
what boss say
what influencers say

Focus on job
that improves
your career
growth.

Be open
minded and
dynamic.

What do they SEE?

environment
friends
what the market offers

Recruiters
expecting
current
technologies

People with
good skills
placed in
better
companies.

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Learning
skills from
online
resources.

Get in-touch
with
professional
people.

Create
strong
resume by
enhancing
knowledge.

Being up-
to-date in
their field
of interest.

PAIN

fears
frustrations
obstacles

Not getting
good job

Work-life
balance?

Heavy
competitions
for high
paying job.

Need more
time and
dedication
to get job.

GAIN

"wants" / needs
measures of success
obstacles

High
package

Living
luxury life

Fulfillment
in their job

Positive
attitude.