

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Age  
discrimination

Am i skilled  
enough

Improving  
technologies  
beyond their  
abilities

Stress  
causes poor  
health

Financial  
worries

## What do they HEAR?

what friends say  
what boss say  
what influencers say

Complete  
the work  
within the  
deadline

Insecured of  
skill  
relevancy

Healthcare  
importance  
and balance  
in life



Colleagues  
and  
superiors

Meetings  
and  
deadlines

Workspace  
and  
Infrastructure

## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Improve  
collaboration  
with team

Research  
about the  
rival  
companies

Work 24/7  
for project  
goals

Formal attire  
and formal  
communication

Low level  
training

## PAIN

fears  
frustrations  
obstacles

Job  
insecurity

Harassment

Poor  
teamwork

Overtime  
work

Reasonable  
wages

## GAIN

"wants" / needs  
measures of success  
obstacles

Fair  
treatment  
and respect

Full-time  
Employment

Training