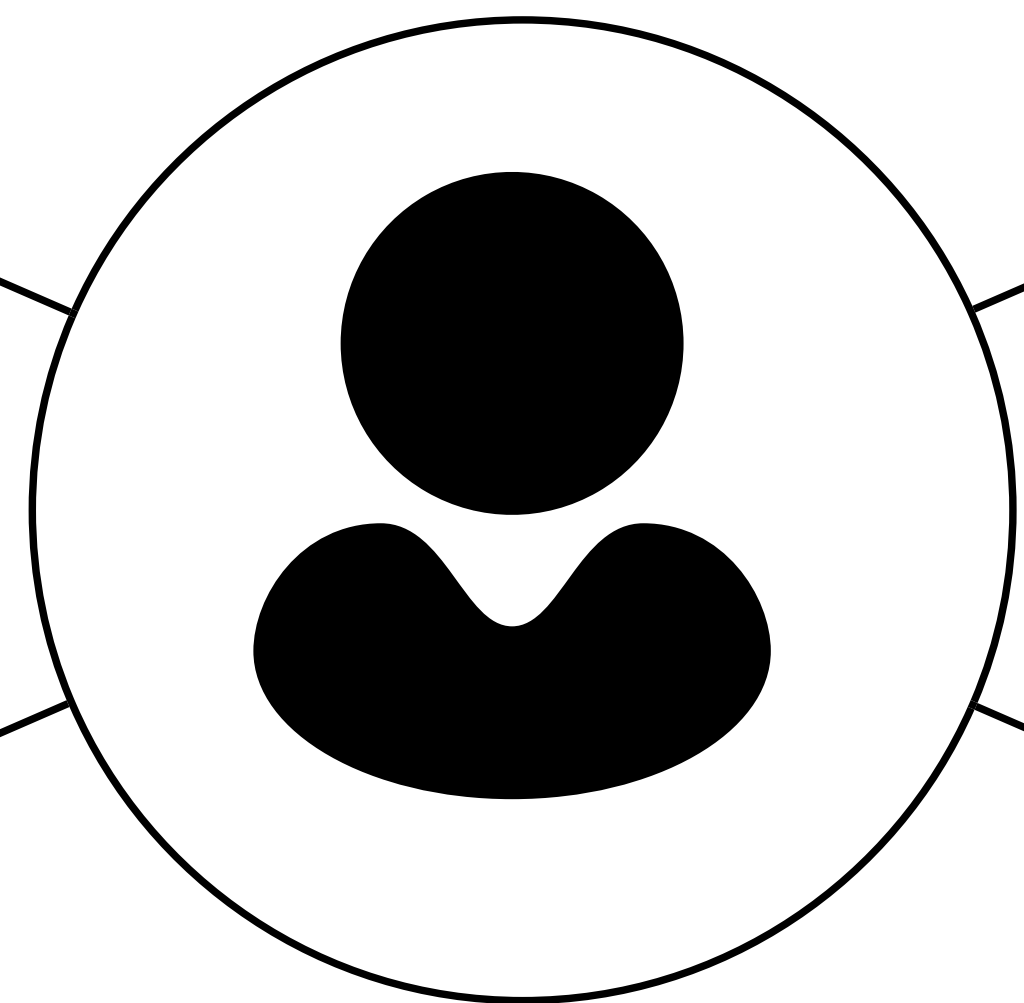


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

Including the  
potenetial to  
reduce  
fragment

Degrade  
habitat for  
fish and  
plants

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Test the  
Accuracy

Analyze the  
Parameter

**PAIN**

fears  
frustrations  
obstacles

Cause  
noise and  
aesthetic  
pollution

impact local  
wild life

**GAIN**

"wants" / needs  
measures of success  
obstacles

It's a clean  
fuel source

It's  
sustainable

Built on  
existing  
farms or  
ranches

Some  
locations  
cannot be  
windy

How a wind  
works

Wind farm  
layout impact  
on radar  
performance

How do you  
predict wind  
generation

how effect  
wind  
durbine will  
be

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say