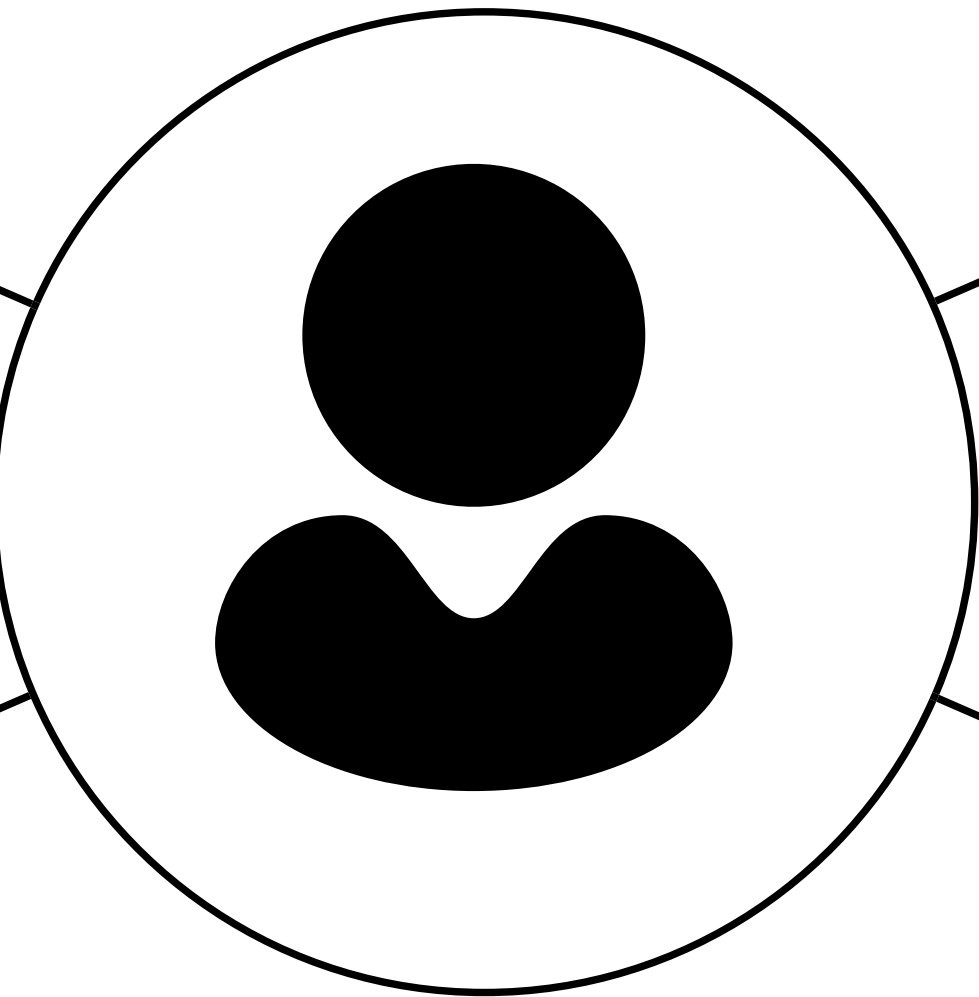


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



This is an opportunity for more patient choice which is exciting/terrifying

"Surely there has to be another way?"

"It's going to be so much work catching up"

We are innovating and forward thinking

We are increasing efficiency

it's great you're attending special classes to gain new skills

How are others doing? comparison ?

See how the environment we are in fits

I don't know anyone/ others appear more confident

*What do they*  
**SEE?**  
environment  
friends  
what the market offers

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

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

attitude in public  
appearance  
behavior towards others

"This an opportunity to work differently, moving beyond 'box ticking'"

Talks about possible ways to change moving forward

"Should finish within given time"

**PAIN**  
fears  
frustrations  
obstacles

Not enough opening to ask questions

Nervous to come back after missing one

Not understanding some process

**GAIN**  
"wants" / needs  
measures of success  
obstacles

I need more skills

Increased confidence in how to approach test tasks

Learn new things , get a different perspective