



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

what really counts  
major preoccupations  
worries & aspirations

the case for  
sustainable  
and equitable  
economy

think about  
something so much  
that you do not  
consider others  
things to be  
important

ages shows a clear  
relation with  
occupation.close to  
four in five youth from  
the youngest cohort  
were studying and only  
4% were earning

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

do it  
together do  
it better

dual  
employment  
is not ethically  
right

volunteering  
has helped  
grow as a  
person

*What do they*  
**SEE?**

environment  
friends  
what the market offers

environment  
encompasses all  
living and non-  
living things  
occurring naturally

the environment  
can facilitate or  
discourage  
interactions  
among people

a product or  
service that a  
company provides  
to customers to  
meet their needs

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

attitude in public  
appearance  
behavior towards others

the public attitude  
to was cyclical  
,and that people  
usually warmed to  
ideas

personel appeareance  
is an often-  
disregarded part of  
communication and  
presentation skills

self perception and  
explain how they  
can account for the  
influences of  
behaviour on  
attitude

**PAIN**

fears  
frustrations  
obstacles

an unpleasent  
feeling triggered by  
the perception of  
danger,realor  
imagined

frustration is a  
common emotional  
response to  
opposition, related to  
anger, annoyance and  
disappointment

lack of  
imagination is  
an obstacle to  
one's  
advancement

**GAIN**

"wants" / needs  
measures of success  
obstacles

needs are  
things that  
people  
require to  
survive

need to set of  
goals,but not  
all goals are  
created equal

lack of  
imagination is  
on obstacle to  
one's  
advancement