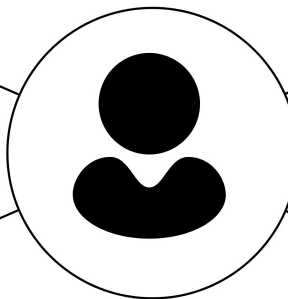


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they SAY AND DO?

attitude in public
appearance
behavior towards others

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers

Concerned
about future
generations

An
individual
would clean
it

Bad Smell

Corrupt
government

Avoid that
side

Let's leave.

Domestic
animals are
impacted

Files near
the
Garbage
Can

No suitable
walking
path

Merely
conversing but
not beginning
at their house

Ignore

Accusing
others

PAIN

fears
frustrations
obstacles

Health
concern

Costly

requires
time

GAIN

"wants" / needs
measures of success
obstacles

Cleaner
environments

More
productive

Suitable
service