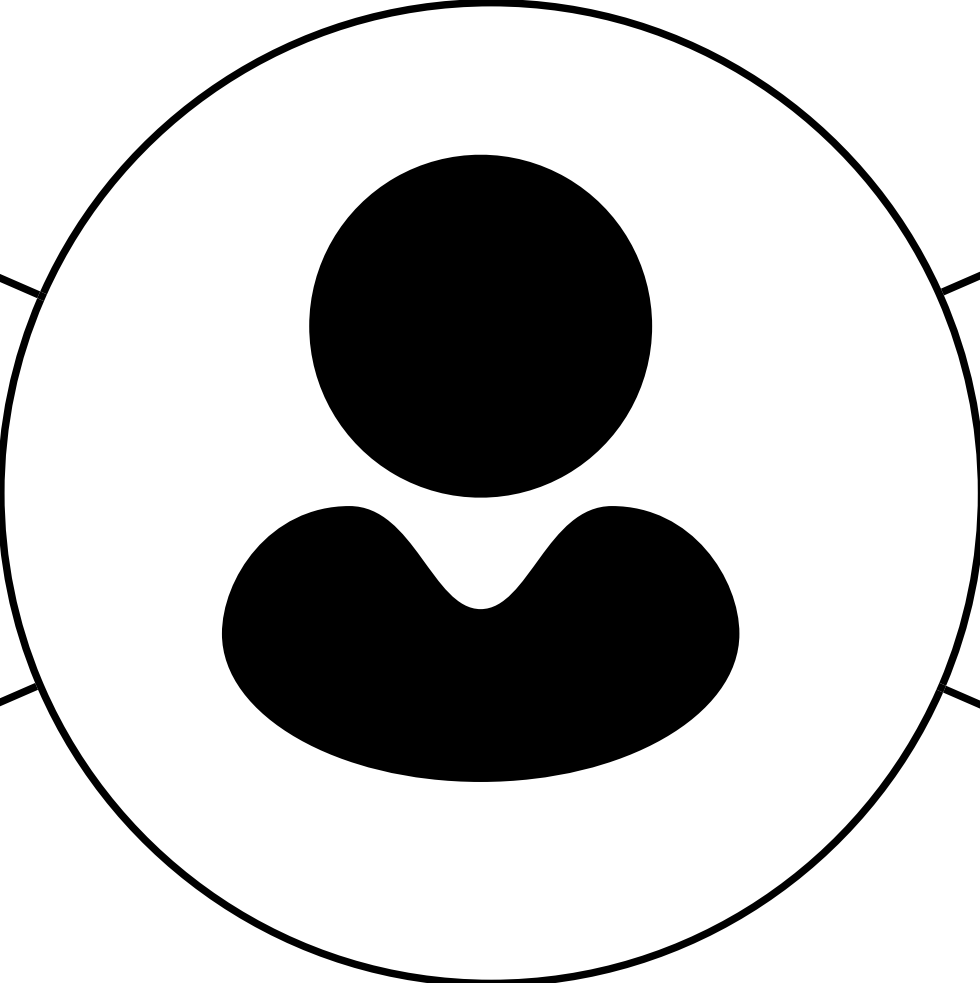


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

Worried
there are
errors in the
build

Worried
about
design

Annoyed at
teammates

Weekly
assignments

Project
meeting

Follow
guidance

Change of
scope and
priority

Project
development

Break your
project into
small tasks

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Friendly

Makes
small
decision

More
research

PAIN

fears
frustrations
obstacles

Poor
planning

lack of
time

Missed
deadline

GAIN

"wants" / needs
measures of success
obstacles

Learn
new
skills

Complete
project
within
deadline

Ask
yourself
key
questions