

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



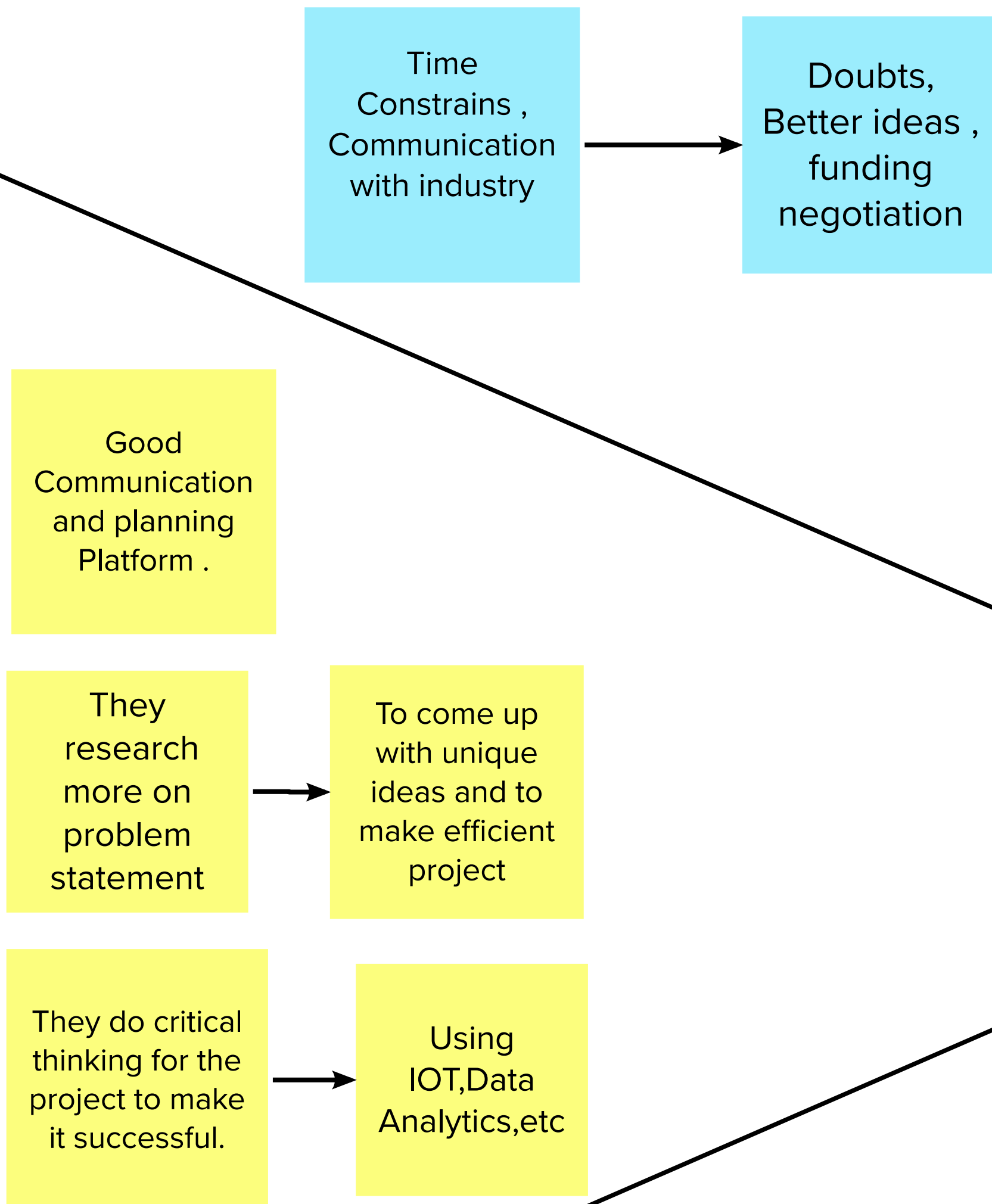
Indian Railways

# 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



Guidance, Proper customer support

Trust that we will complete the project on time eith efficiency

High authority pressure and their customer needs.

Commitment to complete the work.

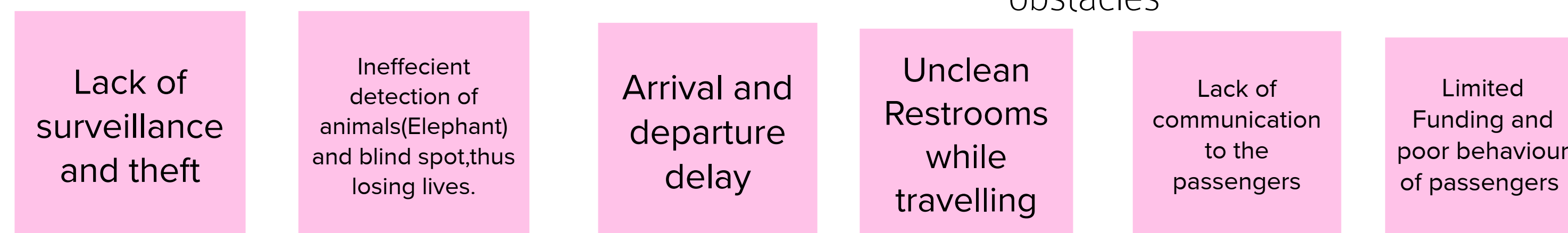
Time constrains and market fluctuations.

## What do they SEE?

environment  
friends  
what the market offers

## PAIN

fears  
frustrations  
obstacles



## GAIN

"wants" / needs  
measures of success  
obstacles

