



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

provide
required
benefits to
employee

to offer
maximum
rewards to
employee

benefits of
employee

elimination
of a
position

What do they HEAR?

what friends say
what boss say
what influencers say

no
promotion

lack of
growth
oppertunity

no carrier
growth

low income

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

why is
happend?

loss of
employee do
to life event
such as
retirement

gradual
reduction in
employee
members

it happiness
work load
heavy

PAIN

fears
frustrations
obstacles

what are
the risks

obstacles
associated
with your
decisions?

we will continue to
offer flexible
hospitality driven
tools and
environments

GAIN

"wants" / needs
measures of success
obstacles

having high
grabs

accomplish
with goals

ending up
with a
good job