



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Avoids
spread of
infection

Might use
wrong
gesture

Misinterpretation
of gesture due to
wearing of gloves

Great Job!
- Boss

Easy money
- Friends

Need to put
in more
effort
- Boss

Life isn't fair
- Influencers

Similar
gestures can
mean very
different
things!

Enough
brightness in the
environment is
required to
recognize the
gesture

Limited
number of
gestures is
only possible

What do they HEAR?

what friends say
what boss say
what influencers say

Warriors of
the world
- Influencers

Tense
atmosphere in
Operating and
Emergency
room

Complete
the
operation
successfully

Rescue the
patient from
emergency
room

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Restlessness

Stressful
environment

Accountable
for actions

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

Inability to
help if
damage
beyond repair

Lack of
knowledgeable
staff to assist

Giving
wrong
instructions

Miscommunication

GAIN

"wants" / needs
measures of success
obstacles

Save
patient life

Deserving
pay for
work

Successful
Operation

Happiness