

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



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What do they SAY AND DO?

attitude in public
appearance
behavior towards others

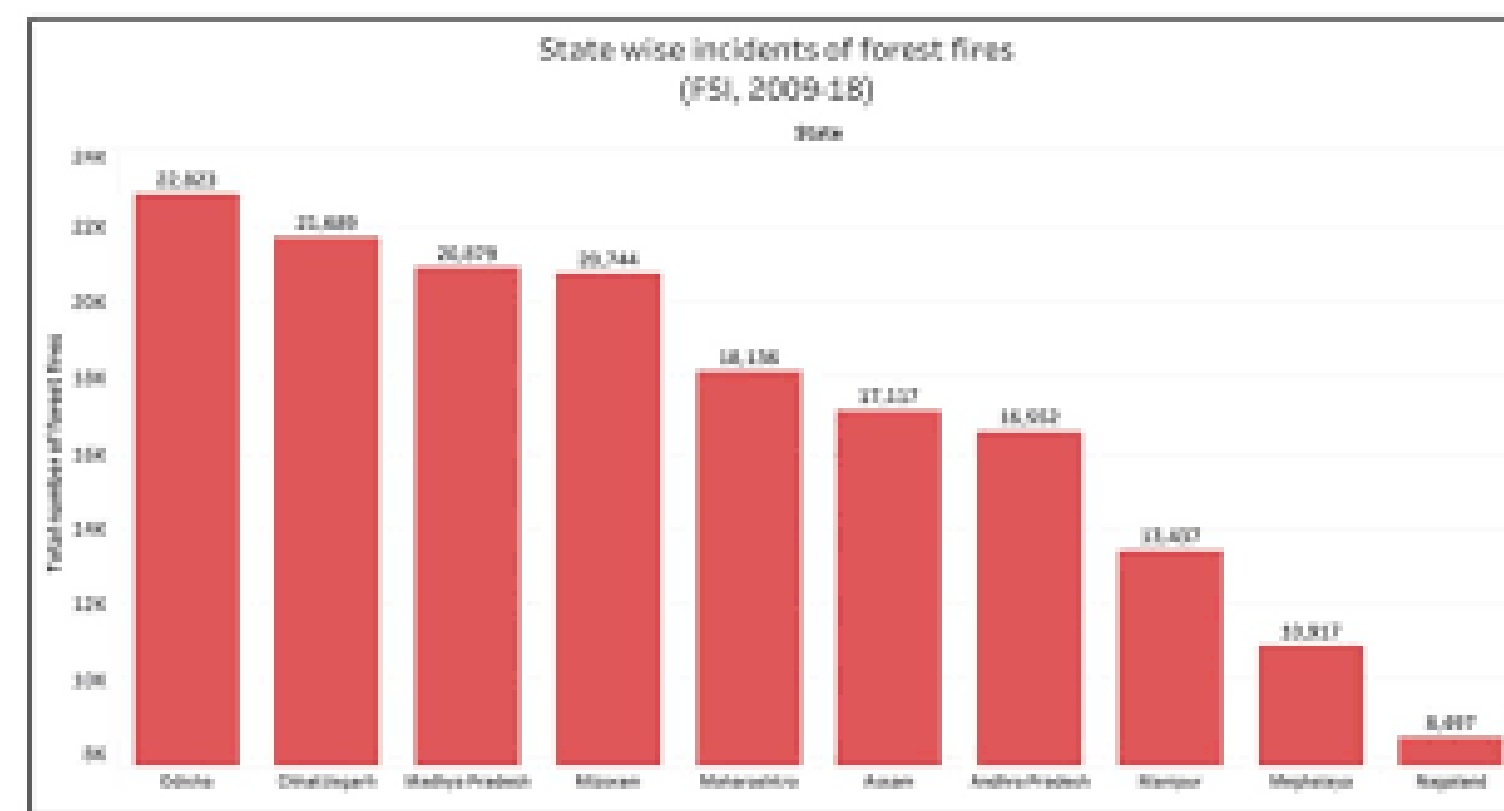
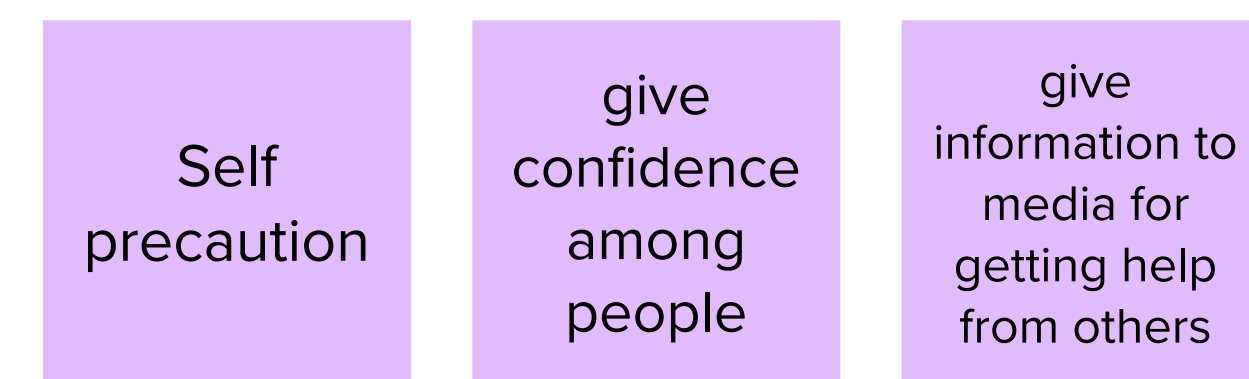
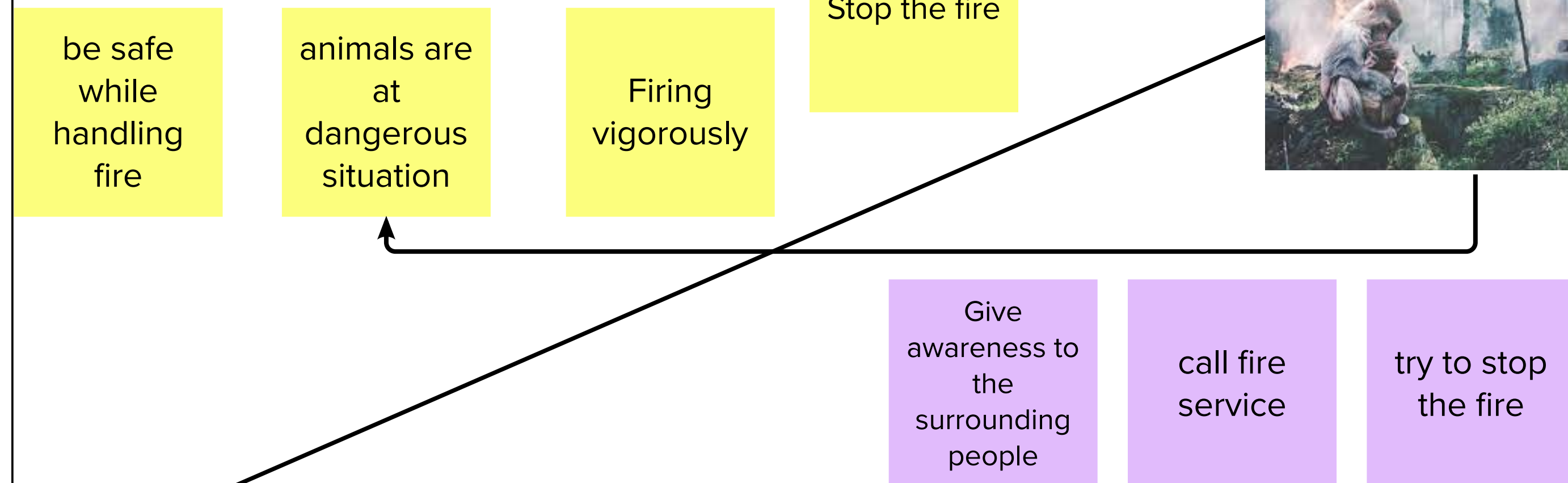
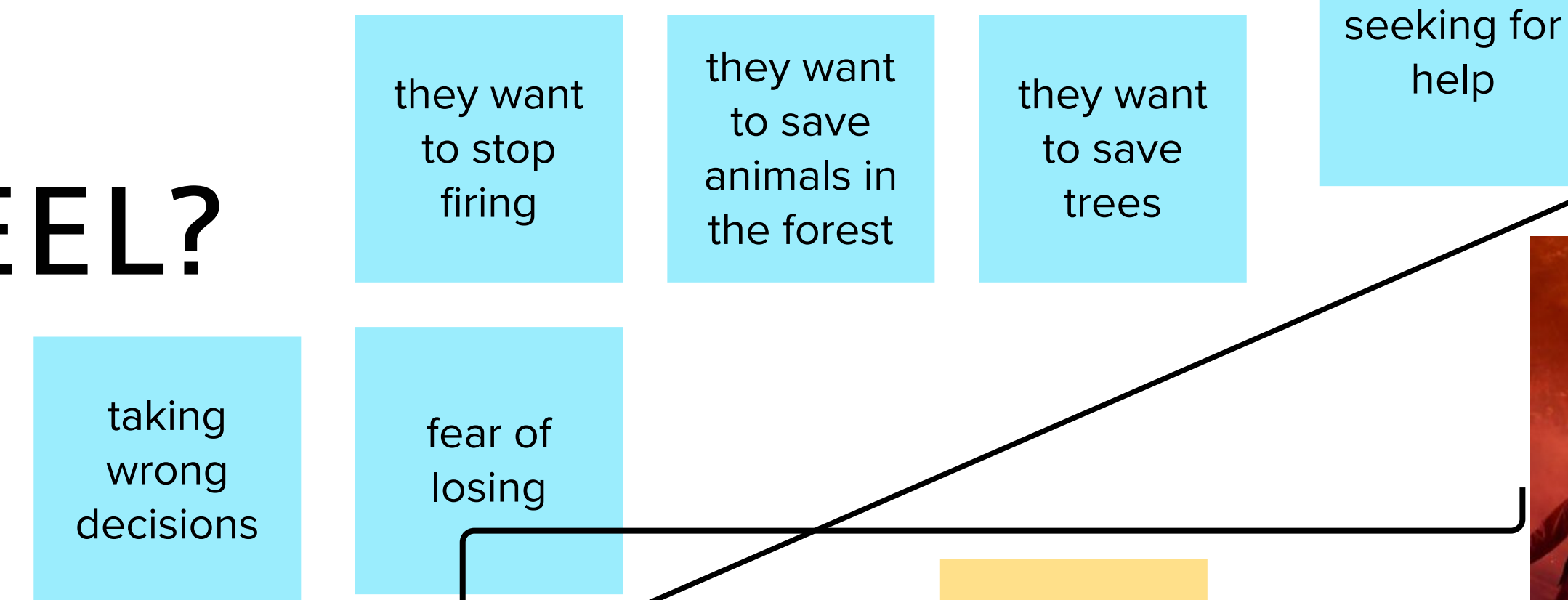
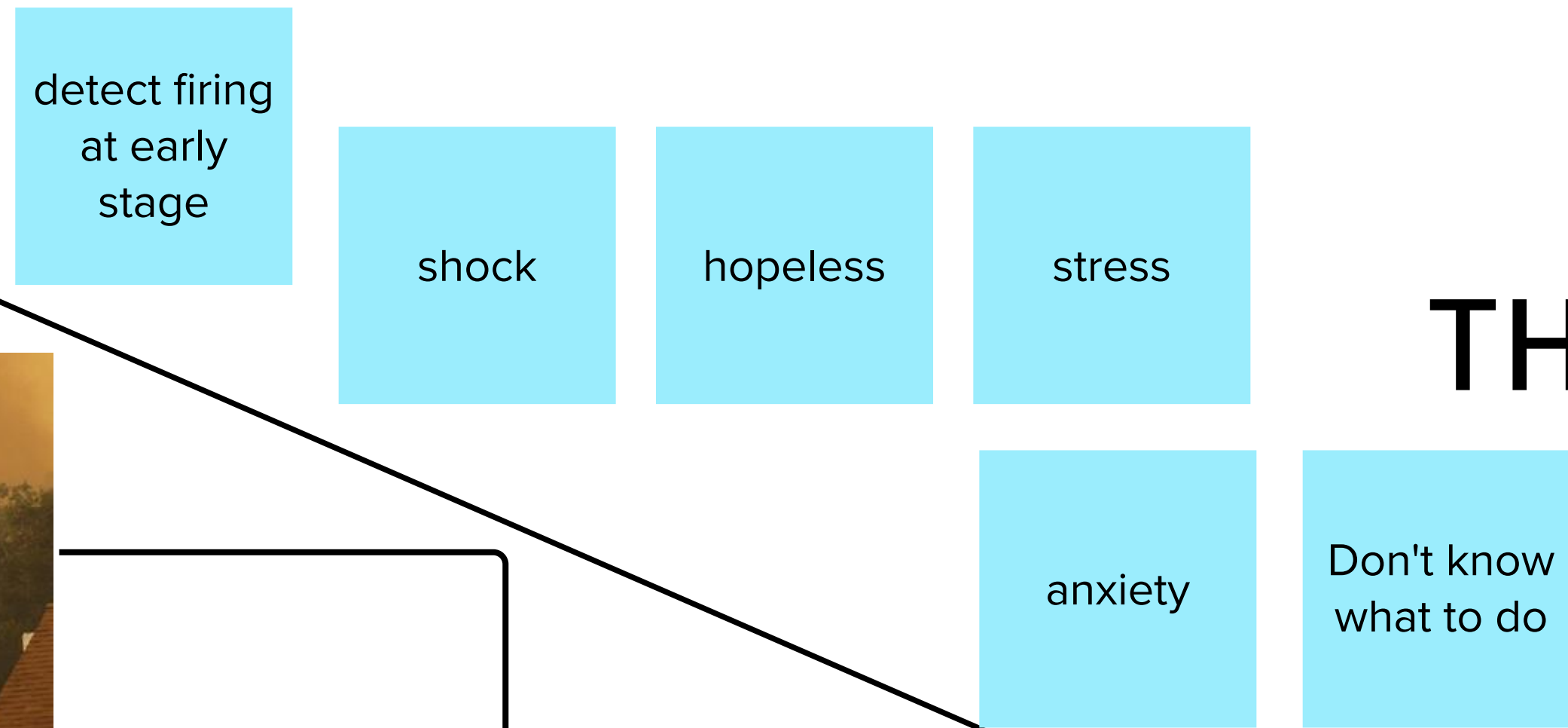


What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers



PAIN

fears
frustrations
obstacles

forest fire leads to extinctions of many animals, herbs and trees

economic crisis,
melting of glaciers,
pollution, etc..

due to this global warming may occur

we can reduce man power for the detection of fire

early detection of fire leads to less economic loss

GAIN

"wants" / needs
measures of success
obstacles

we can save animals, medicinal herbs and save the nature

