



What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Preoccupation
- What is important?
- Desires? Aspirations? Worries?

What do they
HEAR?

what friends say
what boss say
what influencers say

- Who really influences? How?
- What media channels influences this person?
- Books , Magazines, TV, Facebooks , blogs ?

What do they
SEE?

environment
friends
what the market offers

- What is the environment like?
- What 's going on in their world?
- What peers say?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- How is the attitude?
- How do they act in public?

- What's the image portraiyped?
- What are the contradictions between what is said and what is felt?

PAIN

fears
frustrations
obstacles

- What are the frustrations?
- What obstacles stand in the way?
- What are the risks?
- What strategies can help in reaching goals?

GAIN

"wants" / needs
measures of success
obstacles

- The employee will continue the job
- The client will gain the more profit in their business
- We will recover the employee from the attrition
- We have a strategies depends on the employee character