

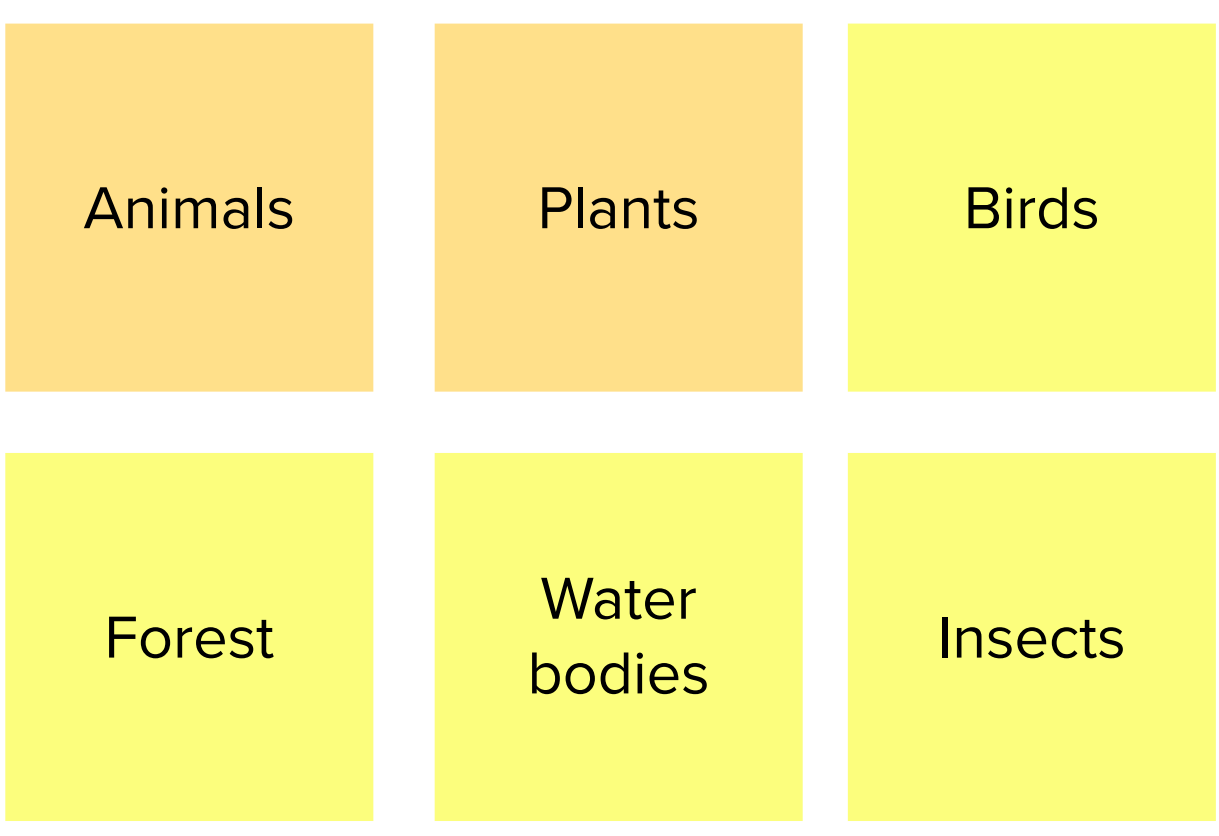
*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers



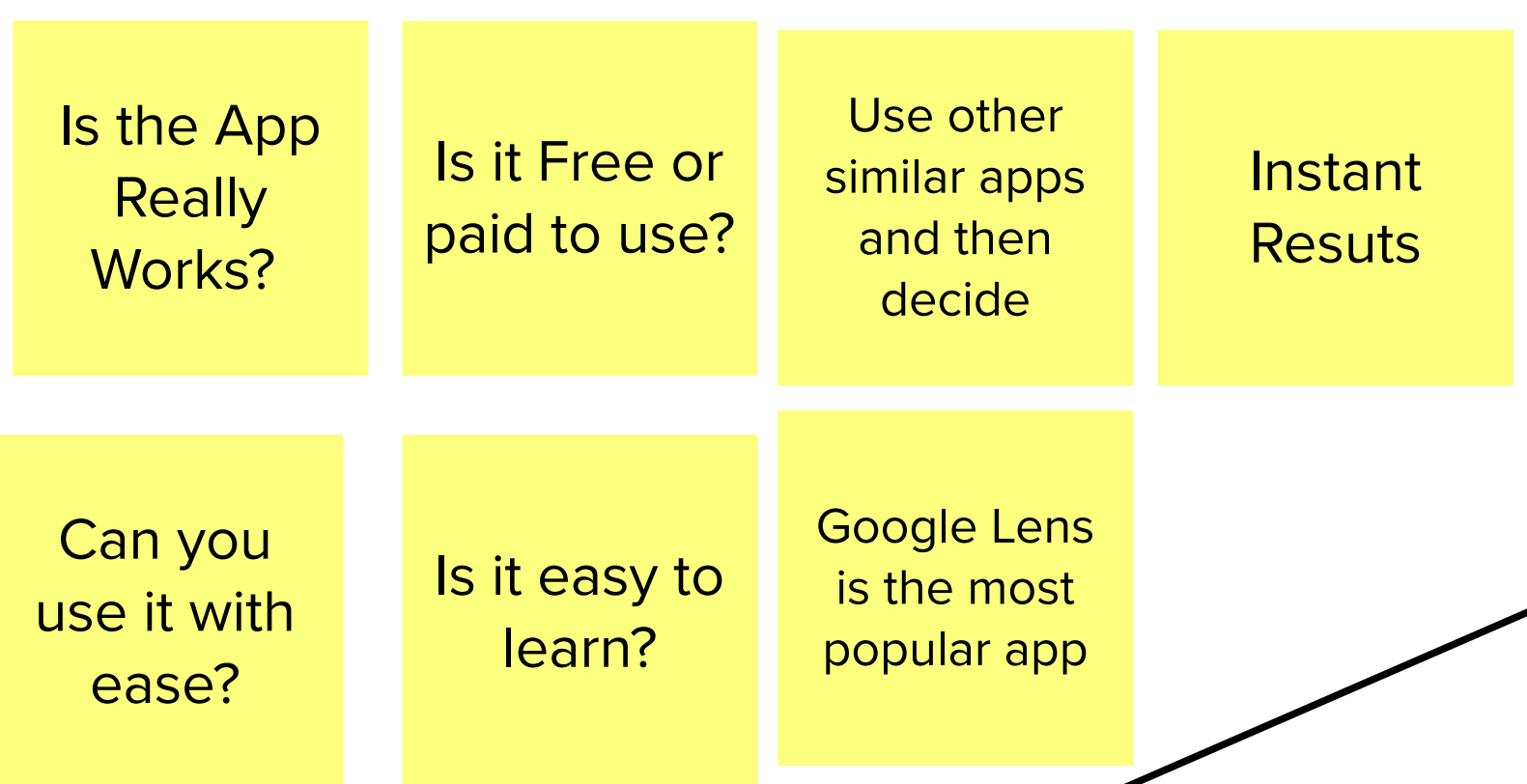
*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others



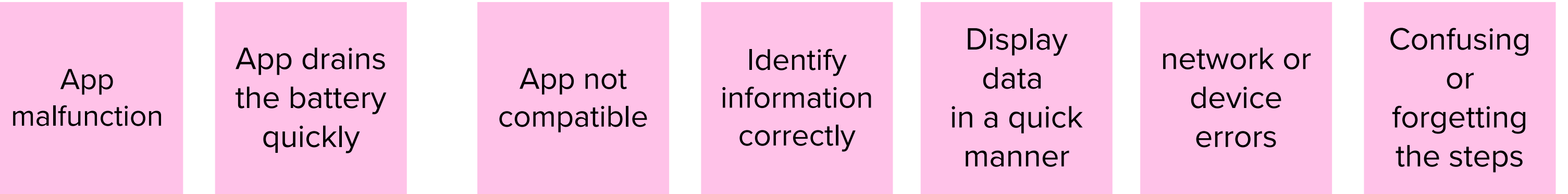
*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say



**PAIN**

fears  
frustrations  
obstacles



**GAIN**

"wants" / needs  
measures of success  
obstacles

