



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Pay attention to direct requests for specific improvement

A good business needs to promote their business

They says about getting foreign investments to become International business

Note trends and demands from surveys and feedbacks

They think of getting all possible help from government institution as fast as they can

Evaluate the strategic thinking behind proposed initiatives and projects



Estimation of Business Expenses

They plan well before starting the projects to make it cost effective

They get ideas from experienced members

Accident that may jeopardize entire project in a day

Recognize customer emotions and how they impact spending habits

Monitor department budget usage for adjustments

Fear of losing investors to competitors



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?