



**Says**

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

"All rooms  
should be  
spacious  
and airy".

"A cozy study  
room is a  
necessity in a  
dream house".

"The interiors  
should be  
well  
planned".

**Thinks**

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



"Be creative  
with a paint".

"Setting  
priorities and  
establishing  
a budget".

"Material  
and finishing  
selections".



**DREAMS HOUSE  
REALITY**

"Experiencing a  
spiritual  
transformation".

"Decorated  
with  
beautiful  
paintings".

"Ready to take  
up new  
responsibilities".

"Experiencing  
peace and  
happiness".

"It would be  
a trampoline  
room".

"I would  
have an  
enormous  
room".



**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?



[See an example](#)