



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

we provide
innovative
solutions

we value
client
satisfaction

we help
business
growth



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

we need stay
updated with
industry

we must
understand
client's
needs

we should
focus on
delivery
quality
services



BRIGHT IDEA
COUNSULTING

conduct
market
research

provide
business
analysis

offer
project
management

excited
about
tackling new
challenges

overwhelmed

confident
about our
experience



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?