



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?

I appeal to voters rally them behind a common cause with clear message

Independent thinker's stronger tolerant, compassionate, courageous

Can I articulate a message in the public?

Relevant experience and a decent track record

Represent people work to allow me a better healthier life

Proper understanding of state and local issues

Compromiserable and willing to work across the aisle with members of other party

Am I capable enough to communicate with supporters and opponents

KALANIDHI VEERASWAMY

Working on integrity dimension

Winning strategy requires a team effort involving volunteers and fnancial supporters

Confdent

Anxious

Bold

Acts out in ignorance or prejudice

Reduce paying taxes

Stress

Confused

Anxious



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?