



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?

State Of
Company

Business
Development
"Marketing
Team"

Executive
Summary

estimation of
business
expenses

Project
Planning

Estimating
"this slide is 100%
editable,Adapt it to
your needs and
Capture your
autience's attention"

Financial
Management

Demand
"Focus on
financial
metrics"

Business
"Focus on
business
effectiveness"

Technology
"Focus on
assets and
technology"

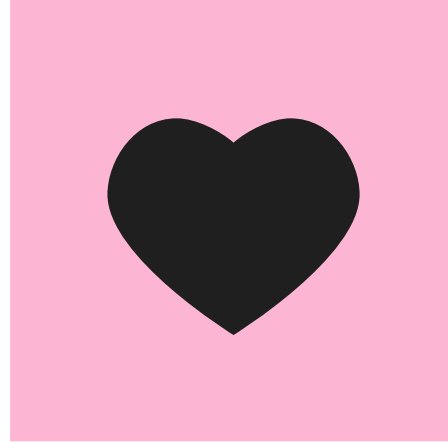
General
phenomena in
network
"costs of
caches,routers,and
cables obey these
properties"

Discreteness in
quantity
"Applies to
warehouse and
transportation
costs"

Economies of
scale
"More capacity
cheaper unit
demand"



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?