



**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'm Struggling  
to streamline  
my business  
processes."

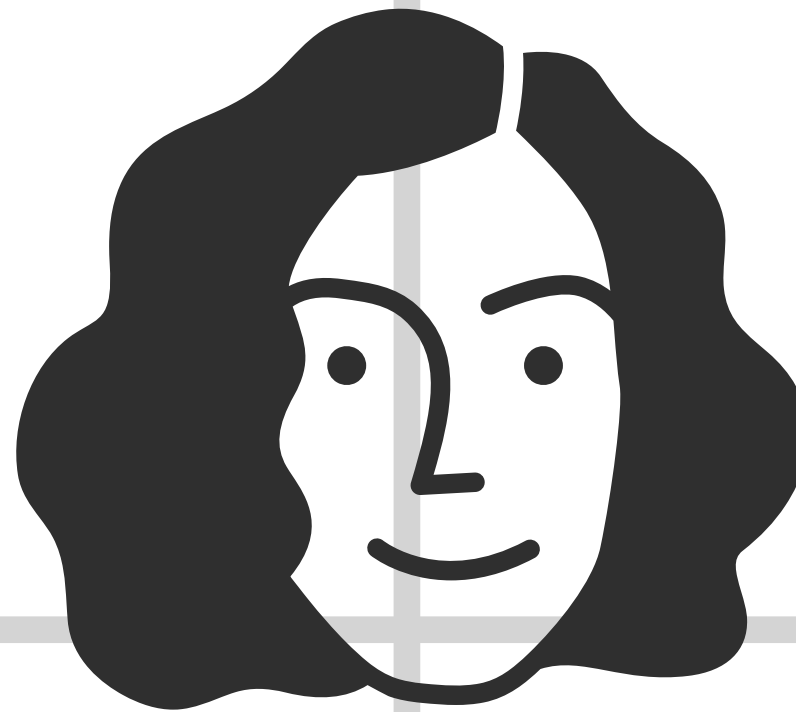
"I'm not sure  
if consulting  
is worth the  
cost."

"I need  
innovation  
solutions to  
stay  
competitive."

"Consulting  
services are  
expensive, but  
I'm willing to  
invest for the  
right results."

"How can I  
adapt my  
business to the  
latest market  
trends?"

"I wish I had  
access to expert  
advice without  
committing to a  
long-term  
contract."



**Persona's name**

Short summary of  
the persona

Researches  
online for  
consulting firms'  
reviews and  
success stories.

Attends  
webinars and  
workshops on  
business  
innovation.

Frustration  
due to  
stagnant  
growth.

Talks to peers in  
the industry to  
gather  
recommendations.

Anxiety about  
making  
wrong  
decisions.

Excitement at  
the prospect  
of  
transforming  
their business.



**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?