



Done

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

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

"I need innovation solutions to stay competitive."


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

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

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

"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.

Talks to peers in the industry to gather recommendations.


Frustration due to stagnant growth.

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?

[See an example](#)

**Feels**
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?





Done

