



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?

United we  
stand / Win  
Divided we  
fall

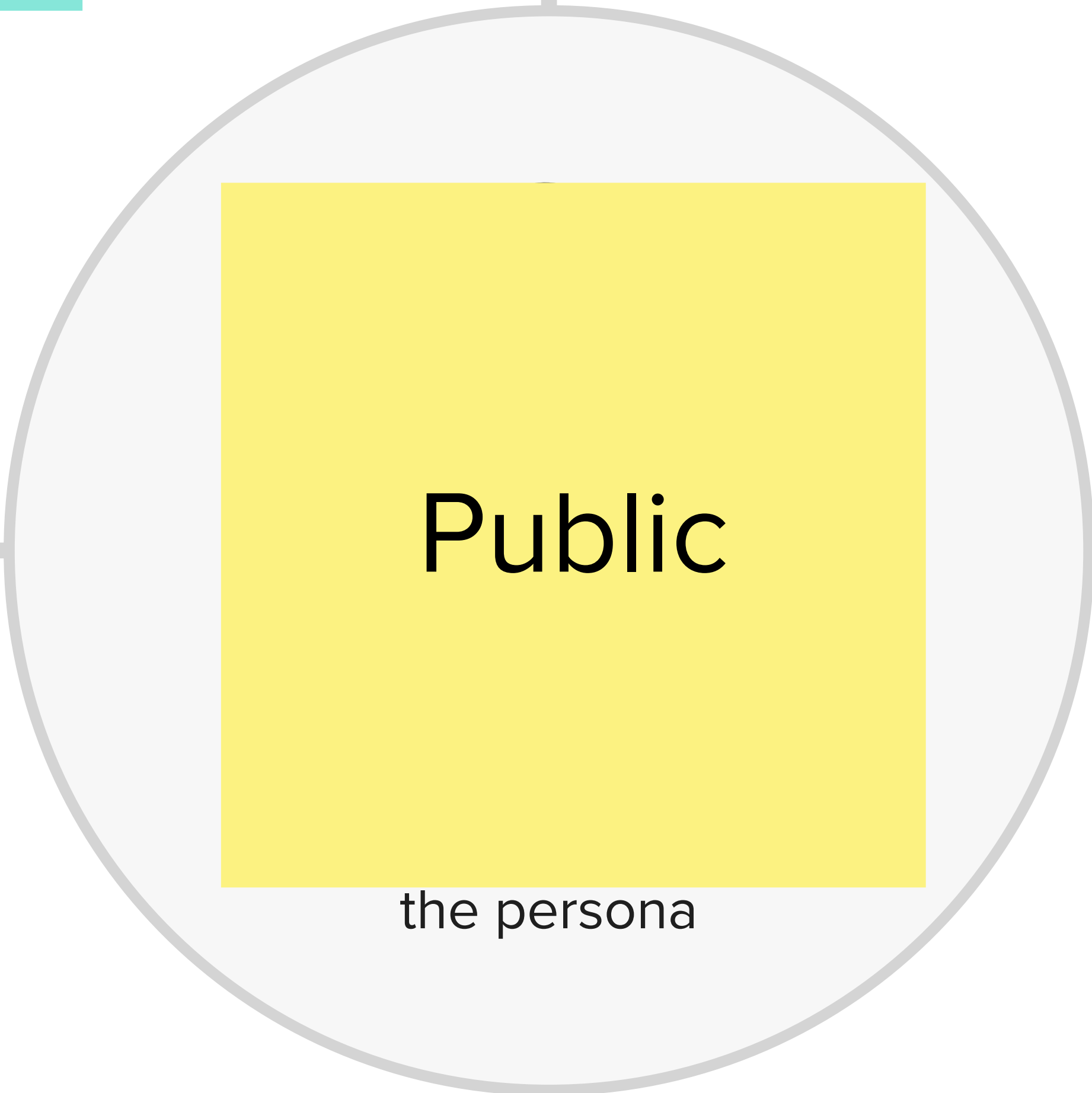
Future  
scenario

Grace us to  
capture  
power

Target a  
large  
untapped  
audience

Global  
economy

Political  
power to  
utilize



Politics of  
hope and  
change

Influence  
voter  
behaviour

Threats

Incredibly  
intelligent

Instinctual

Depression



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?