

Says

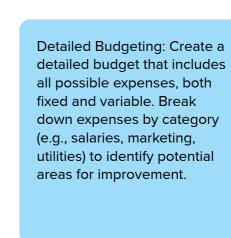
What have we heard them say?
What can we imagine them saying?

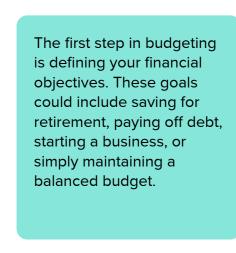


What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

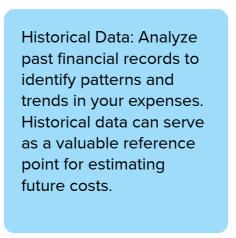




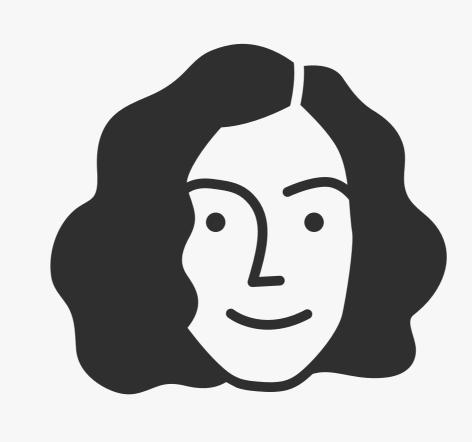








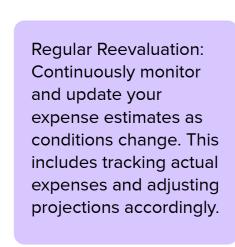


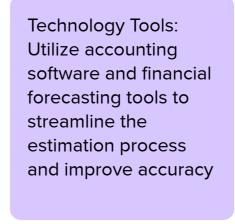


Persona's name

Short summary of the persona









Benchmarking:
Compare your expense estimates to similar businesses within your industry to ensure competitiveness and efficiency

Accurate financial forecasting.
Confidence in decision-making.
Savings through cost optimization.

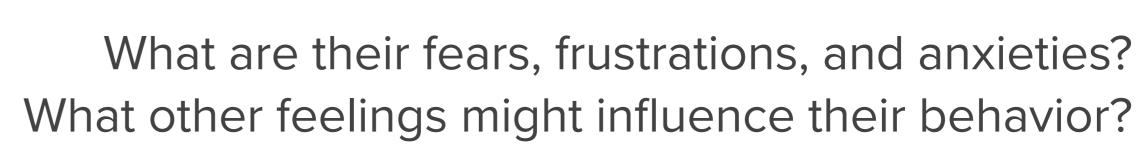


Does

What behavior have we observed? What can we imagine them doing?







Difficulty in

instability.

predicting variable

Fear of financial

Lack of clarity on

where to cut costs.

