



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?

Building and Sustaining Organisational change Management

Sponsorship of Organisational change Management

The Power of Listening

Providing Information

Solving Problems

A Hierarchy of Purposes



Brightidea offers a product that unique and valuable to our company

Enterprise capable collaborations tool with excellent support

Intuitive centralized innovation platform

Physical factors- age,health

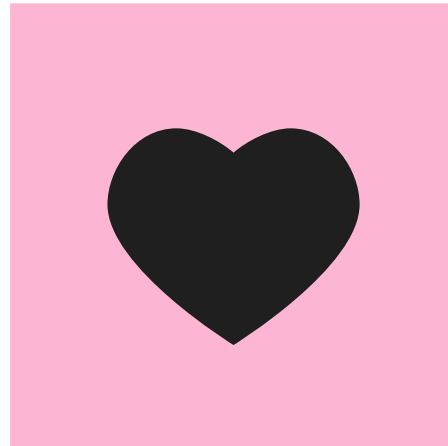
Personal and emotional factors- personality,mental health

Life experiences- family,culture



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?