

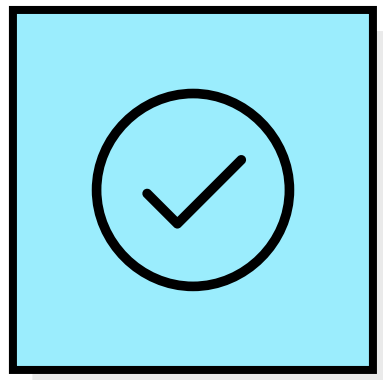
WHO are we empathizing with?

- 1. Business Owners who own the business.
- 2. Investors and Share holders
- 3. Creditors
- 4. Employees who are working in the company
- 5. Customers of the Business.
- 6. Competitors



What do they HEAR?

- 1. Business owners hear news about financial distress etc from news, analysis, internal reports etc.
- 2. Business owners and Investors can hear about the decreasing profits and the failure to fulfill other financial standards from the financial team, reports and meetings
- 3. Investors can hear about financial performance from reports, news and company management.
- 4. Creditors can hear about financial performance from news, credit payments, news and business POCs.
- 5. Competitors, Employees and Customers can hear about the financial performance from news, analysis, news and market rumors



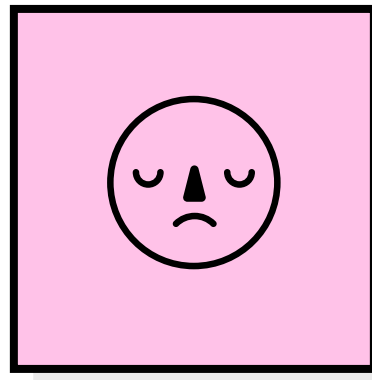
What do they DO?

- 1. Businesses keep an close eye on their finances.
- 2. Businesses and their investors may consult with experts to navigate the situation.
- 3. Business may find ways to cut costs.
- 4. Investors, Customers and Creditors keep track of the financial performance of the company
- 5. Stakeholders maintain

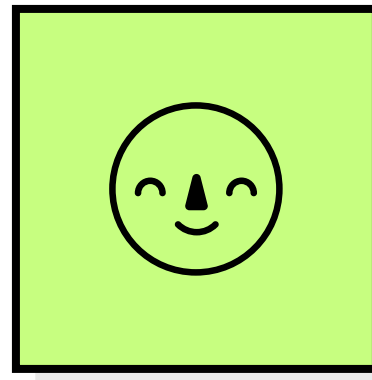
GOAL

What do they THINK and FEEL?

PAINS



- 1. Businesses may worry about the financial health of their company and the potential of bankruptcy.
- 2. The thought of bankruptcy can cause significant stress and uncertainty for stakeholders of a business.
- 3. Stakeholders feel guilty that they could have made different choices to prevent the financial troubles.
- 4. Worries about how to handle creditors and mounting debt can be overwhelming.



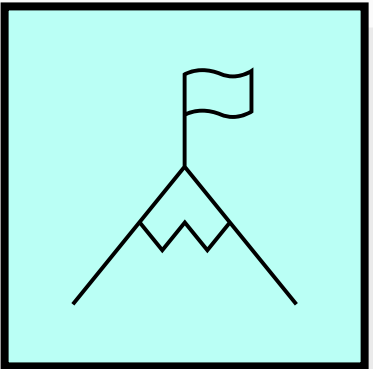
GAINS

- 1. Understanding the signs of potential bankruptcy to take proactive measures.
- 2. The Know-Hows can give them hope for turning the business around.
- 3. A clear strategy can boost their confidence in making decisions for the business.
- 4. Effective planning and execution can make them feel in control of the situation.

What other thoughts and feelings might influence their behavior?

- 1. Business and Investors might feel stress, anxiety, or a sense of responsibility for the company's survival.
- 2. Pride and attachment to their business may influence decision-making.
- 3. Investor's primary concern is ROI, so financial losses and risks will heavily influence their behavior. They may also have a desire to maintain a positive portfolio image.
- 4. Fear of job loss, frustration with management, and financial insecurity can affect their behavior.
- 5. Loyalty to the company may motivate some to work harder to help the business recover.

What do they need to DO?



- 1. Businesses & Investors need to understand the indicators of financial trouble
- 2. Businesses, Investors and Creditors need to develop a contingency plan.
- 3. Stakeholders need to be aware of market situations,
- 4. Investors and Business need to cut costs.
- 5. Stakeholders need to consult professionals.
- 6. Stakeholders need to explore new opportunities.

What do t

- 1. Business & Investors see the financial and statements and their analysis.
- 2. Employees see the change in morale, condition.
- 3. Stakeholders see the financial perform news or share/stock market.
- 4. Customers see the change in quality of product.
- 5. Governments and other parties check compliance with respect regulations and standards

What do

- 1. Business & Investors concerns about decl performance.
- 2. They discussed strat turn the business ar
- 3. They considered see investors.
- 4. Investors are trying t shares or are trying more to defend from bankruptcy.
- 5. Employees talk abou work environment.
- 6. Customers provide f about product qualit