



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?



DESIGNING
VISUALLY
APPEALING
CERTIFICATE

Note Certificate means a certificate issued to each Registered Holder in respect of its registered holding of Notes

Note Certificate means a security certificate representing one or more Notes

Your dedication has raised the bar of perfection in our organization

Your outstanding efforts show the difference between good and excellent

Acknowledgment of your outstanding work and innovative ideas

Awardee's achievement including the date of the awarding ceremony

“Just wanted to express our deep gratitude for the dedicated work you do day after day

“Sending a little heartfelt appreciation your way today

Generally you can choose how you want your name displayed on a certificate

These examples are programmatically compiled from various online sources to illustrate current usage of the word 'certificate.

any common abbreviation can be included in parentheses

if applicable and not implied by the issuer



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?