



Says

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

ask the right questions  
so that together  
we find the  
appropriate  
answers

research  
uniqueness,  
strengths and  
weaknesses  
within your  
organization

finding the  
very core of  
an existing or  
a potential  
problem



Thinks

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

guide you  
guide you to  
formulate  
your business  
proposals

understand your  
business  
needsunderstand  
your business  
needs

Cost the organisation  
in terms of lost  
customers  
(opportunity costs)  
and additional labour  
hours required to  
complete the wasteful  
steps.

Bright ideas  
consulting

evaluate &  
improve your  
overall  
business  
position

Require and/  
or generate  
a lot of  
paperwork;

Take much  
longer than  
necessary/  
reasonable to  
complete

Someone who is more  
focused on the project  
as he/she will not be  
involved in other  
operations related  
activities, permitting  
faster/on time delivery  
of projects

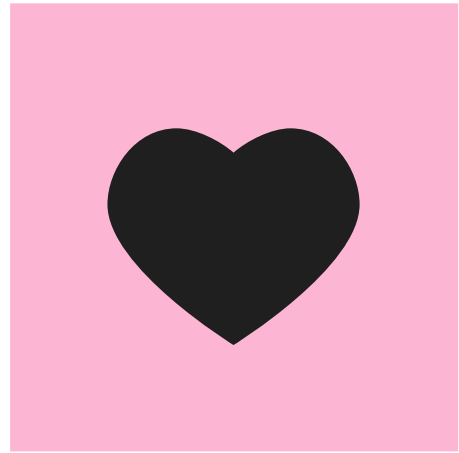
Satisfy the  
requirements of  
the process  
executors rather  
than those of the  
customer;

Entry of day  
today expenses  
also very easy  
and get quick  
results.



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?