



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

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



To track
billable
hours.

Accurately
calculate
project
cost.

To control
expenses.

Better
financial
management.

Appoint
talented
employees.

Behaviour is
affected by
emotions.

we
observed
employee
behaviour.

We observed
how to
calculate
project cost.

We
imagine go
over past
strategies.

to fear
upcoming
dealings.

Positive
emotions like
happiness
and gratitude.

Social anxiety
disorder
(social
phobia)

[See an example](#)