



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?

"we need expert guidance to solve our business challenges"

"we offer specialized expertise to our clients"

"will Bright Ideas Consulting provide innovative and practical solutions?"

"Is this a fulfilling place to work and are there opportunities for growth?"

"Bright Ideas Consulting is a formidable competitor"

"I work at Bright Ideas Consulting"

"How can we differentiate ourselves and compete effectively?"

"How can we provide the best solutions and add value to our clients' businesses?"



Trustworthy consultants, customized solutions, and clear communication about progress.

A positive workplace culture, career advancement opportunities, and work-life balance

Anxious about their business problems, but hopeful that the consulting frm can help.

A sense of responsibility and commitment to delivering results.

Market research, strategic planning, and innovation to stay competitive

Ongoing professional development, access to industry trends, and a supportive team environment.

Pressure to keep up with the consulting frm's innovation and success.

Motivated when they contribute to clients' success, but may feel stressed during demanding projects.



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?