



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?



estimated total costs are the sum of cost to date, anticipated changes in the work and anticipated risk

explain why the system has incurred the expense

ordinary and necessary costs incurred to operate your business

cost behavior is the way cost change when there is a change in the activity that incur the cost

needs include air, food, water, clothing, and shelter.

needs should take up at least 50% of your budget, while wants should take up no more than 30%

cost behavior is the way cost change when there is a change in the activity that incur the cost

project profit= actual revenue - resource direct cost-other direct costs

the manner in which expenses are impacted by canges in business activity

practice relaxation techniques such as breathing exercises you can do anywhere at any time

identify the things that matter more to you than your fear and use that to push through

stress can take a toll not just mentally, but also physically and even financially.



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?