



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?

Right solution  
for your  
business  
needs

Future by  
proposing  
implementable  
realistic bright  
idas

Answer to  
your every  
problem

We beleive in  
innovation but  
expementation  
and innovation is  
not the answer to  
every problem

Improve the  
way you  
currently do  
business .

Rearch and  
uniqueness  
,Strength&  
weekness within  
our organisation



Bright Idaes  
consulting  
Short summary of  
the persona

Long term  
clear vision  
&time  
planned  
actions

Guide you  
formulate  
your business  
proposals

Evaluate  
&Improve your  
overall  
business  
positions

Implement  
best  
practices that  
suit your  
organisation

Understand  
your  
business  
needs

Short term  
quick wins  
using best  
practices



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?