



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 have a
clever
thought.

we give a
special
counciling
and advices

our consultancy
services provides
you with expert
advice on how to
design ,develop
build and manage
your property

we are great
collaborators

We are
super
creative

we are
budget
consious

Bright Idea
Consulting

To offer high
level assistance
on
project,program-
when we need
it.

To offer leadership
on an interim or
short term basis to
drive delivery of
your development
program and goals

we are a taem of
experienced
professionals with
more than 25
years in bussiness
of commerce

you will feel
invited and
guided tto unfold
your ingenuity
and develop
your excellence

we stress in
suceessfully
implementing the right
solution of your
bussiness needs
based on our
experiences and
successes

Using cartoon
to assess
middle
management
problems



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?