



**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?

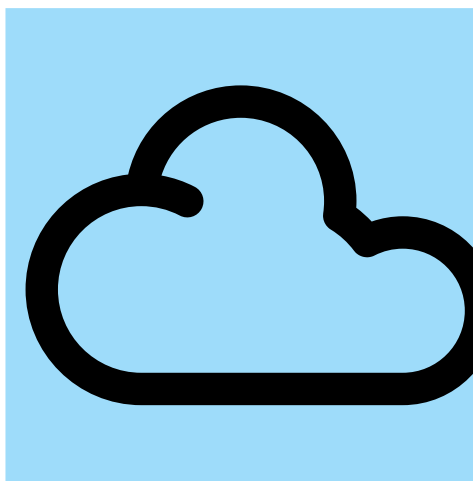
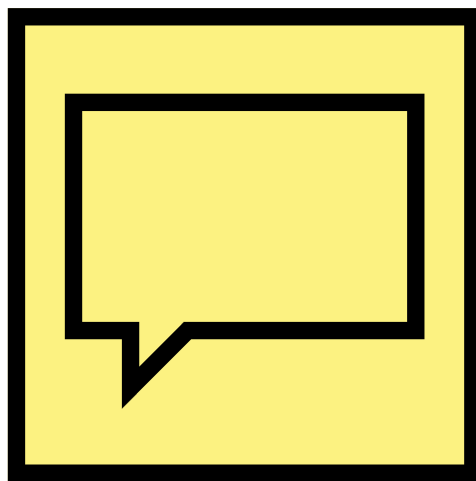
Are there any unexpected expenses we should be prepared for?

I need to plan our budget for the next quarter

I wonder if there's a way to reduce our overhead costs.

Are we allocating enough funds for marketing?

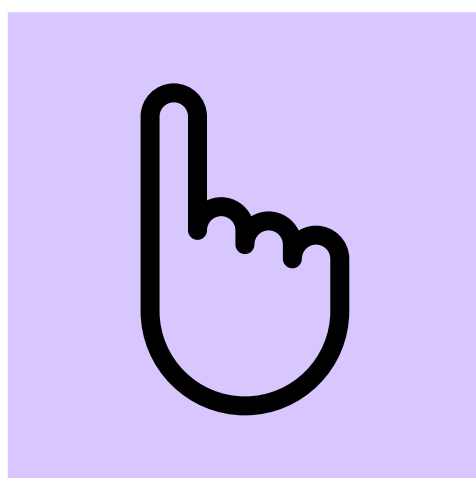
Let's review the costs from last year and see where we can cut down.



I hope we can accurately forecast our expenses to avoid any financial surprises



Analyzes past financial records and expense reports.



Confident when they have a well-organized budget.

Collaborates with the finance team to create a budget.

Researches cost-saving measures and strategies.

Determined to find cost-cutting solutions.

Relieved when expenses are accurately estimated and controlled.



**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?