



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?



Innovation  
Strategy  
Workshops

Technical  
Requirement  
s

Communication  
Strategy

Innovation  
Process  
Mapping

Innovation  
Strategy  
Workshops

Innovation  
Programs

Technical  
Services

System  
Setup

Application  
Support

Feel  
Better

Expert  
Guides

Something  
Special to  
workers



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?