

THINK

1. I'm looking for innovation in my designs
2. i must be always updated on my industry in order to meet the expectations of my clients

SEE

1. Necessity to adopt more sustainable techniques and materials
2. Necessity to make more attractive aesthetic interiors
3. Pre - established designs & colour schemes



HEAR

1. implement new techniques largely increases the costs of construction
2. which type of design to choose ?

SAY AND DO

1. I have a company of architecture and interior decoration
2. My company aims for sustainability without overlooking profits

PAIN

1. "How to incorporate the environmental solutions effectively in any project ?"
2. " will my client like it ?"

GAIN

1. **Good benefit - cost ratio**
2. **customization**
3. **quality materials and techniques which attend the client satisfaction**