



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?

Bright Ideas Consulting, a consulting firm, relies on Zoho Books to track their billable hours, expenses, and client invoices.

The software helps them accurately calculate project costs, monitor profitability, and generate reports for better financial management.

Bright Ideas Consulting is a Private Limited company also registered under GST in Tamil Nadu. Bright Ideas Consulting offers various expert consulting services in India and outside India.

We predominantly work with organisations who have a social mission including voluntary & community sector organisations, public sector agencies and social business.

Organisational Development & Change

Research Evaluation & Impact Assessment

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The next step of his career was **Sales Division Management of Consumer Electronics Products** (Canon Photo-Video, Toshiba TV & Monitors, Pioneer Sound & Vision Products).

After that stage, he became **Information Systems Division Director** dealing mainly with ERP Systems, Document Management and Workflow Enterprise Solutions (Oracle, Microsoft, Adobe & Hummingbird Enterprise Software).

The additional task of this particular period included the merge of 3 different companies and their respective Sales Divisions.

Psychometric Assessment

Strategy & Business Planning

Financial Sustainability & Income Diversification for voluntary sector organisations and social enterprise



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?