What have we heard them say? What can we imagine them saying? What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Thinks

Boutique evolution

Always the real thing, always jewellery

Stay focused on your goals

keep detailed records

let your hair dryer do the talking

provide great customer service

Communicate

Set SMART goals

Bright Ideas Consulting

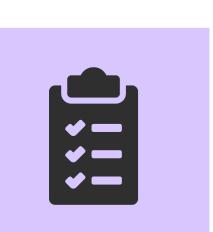
T.Abinayavasanthini, B.Abirami, S.Abirami, S.Alamelu

Trust your employees

Encourage employees to voice their opinions

Establish different revenue streams

State goals explicitly



Does

What behavior have we observed? What can we imagine them doing?

See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

