



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 distinguishes between leader and a follower

Innovative thinking is the ability to create something new, moving away from traditional thought patterns

Introducing novelty in a product, service, strategy, or business model

Innovation are simply more inclined to logic than creativity



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?

 [See an example](#)