



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?



It is hard to imagine a more stupid or more dangerous way of making decisions than by putting those decisions in the hands of people who pay no price for being wrong. ...

Needs are the necessities, but wants are something more in addition to the needs.

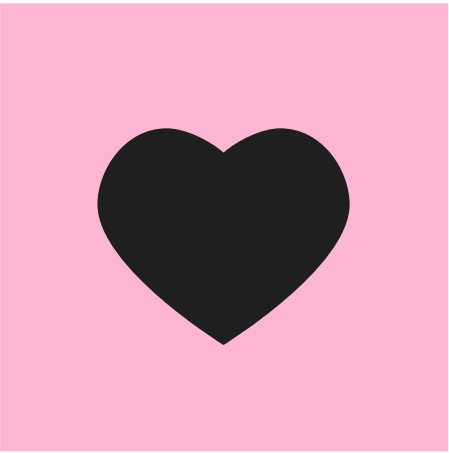
Interrupt processes in our brains that allow us to regulate emotions, read non-verbal cues and other information presented to us, reflect before acting, and act ethically

The First Technique: Observe Body Language Cues.  
Pay Attention to Appearance.  
Notice Posture.  
Watch for Physical Movements.  
Interpret Facial Expression.  
The Second Technique: Listen to Your Intuition.  
Checklist of Intuitive Cues.  
Honor Your Gut Feelings.



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?