



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?

**Boutique
evaluation**

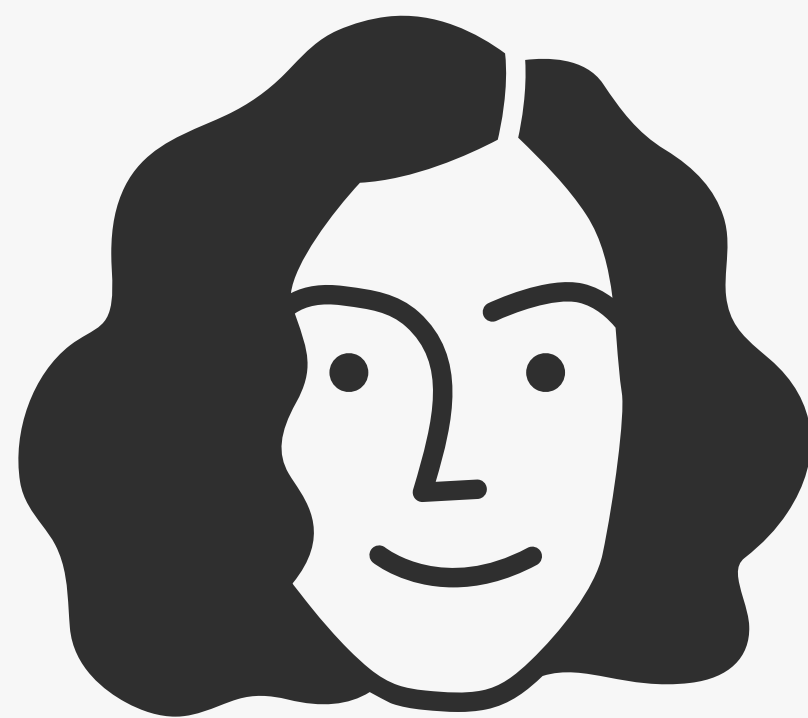
**keep
detailed
records**

**stay focysed
on your
goals**

**provide
great
customer
services**

**always the
real thing
always
jewellery**

**let your hair
dryer do the
talking**



Bright Ideas consulting
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communicate

**trust your
employees**

**set smart
goals**

**establish
differnt
revenue
streams**

**state goals
explicitly**

**encourage
employees to
voice their
opinions**



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?