



## 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 a leader and a follower

The ability to adapt and be resourceful in unexpected situations.

Innovation is usually involves a fresh perspective on something that already exists

Innovation is important skill to help create new ideas and solve complicated problems.

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

The introduction of new things, ideas, or ways of doing something

## INNOVATION

The practical implementation of ideas that result in the introduction of new goods.

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

A coming up with a unique idea that introduces a new way of thinking to the market

The new invention more about application that invention

Innovation are simply more inclined to logic than creativity

True innovation is coming up with a product that the customer didn't even know they needed

"Strategy is a commodity; execution is an art."



## 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](#)