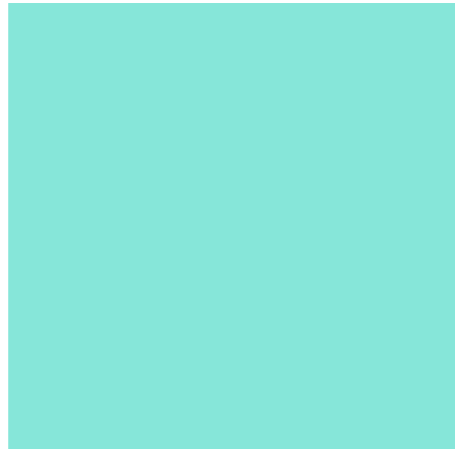




Says

What have we heard them say?
What can we imagine them saying?

Main work



Thinks

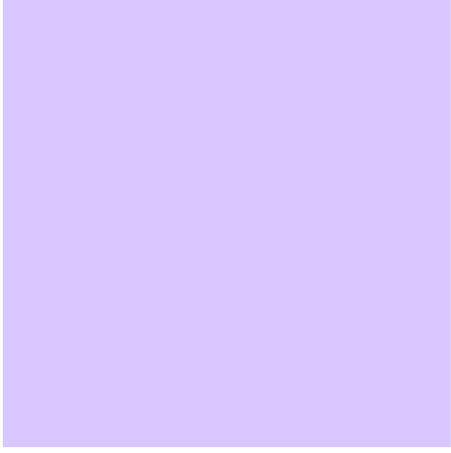
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Follow up

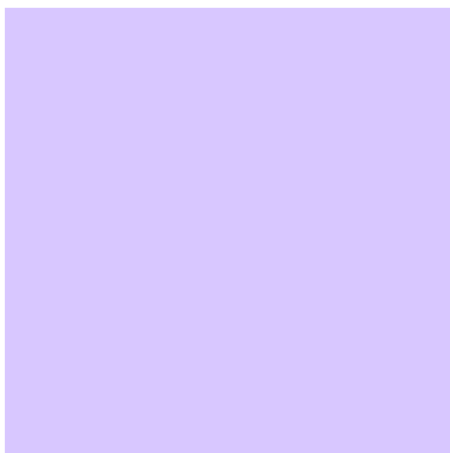


Does

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



Role main think



Feels

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

Run the business

