



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?

consultation
& Advertisement
Planning

Facilitate
client learning
Trainning
procedures

Capacity of
the consulting
Qualification
of the
consultant

Create
innovation ideas
Convergent
thinking

Encourging
the ideas
receiver
Organization
structure

Avoidness of
losses
Consultant
offers advice



Bright Idea Consulting

Location of
the
consultancy
Update the
fields

Selection of
name of the
consulting
Searching
current trend

Provide solution
to given proplem
The Government
give the location
in permission

Satisfaction of
the consultancy
Create a
entrepreneurship

Services used
by the
receiver
Solve
proplems

Improve
efficiencies
Grow their
ventures



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?