



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?

Our budget seems unrealistic; we can't meet our expense targets

We need a better way to track and manage our expenses

I'm worried about unexpected costs derailing our budget

Can we find tools or software to streamline expense tracking?

I need a more accurate way to estimate future expenses

Are there hidden costs we haven't considered?

How can we balance cost-cutting with maintaining quality?

We need to improve our expense estimation process

I'm not sure how to allocate our budget effectively

It's difficult to justify some of our expenses to stakeholders

What if our expenses continue to rise?

I want to be better prepared for financial audits.

Gathers Data:
Actively collects data on past expenses and market trends.

Reviews Budget:
Regularly reviews and adjusts the budget based on current financial data.

Collaborates:
Collaborates with colleagues or teams to gather insights and expertise.

Curiosity:
Curiosity about new tools or methods for expense tracking.

Seeks Solutions:
Researches and explores new tools or methods for expense estimation.

Communicates:
Engages in open communication with stakeholders about expense-related challenges and strategies.

Tracks Trends:
Keeps an eye on industry trends and best practices in expense management.

Pressure:
Feeling the pressure to meet budgetary constraints.

Frustration:
Difficulty in creating precise expense estimates can be frustrating.

Determination:
A strong desire to improve expense estimation processes.

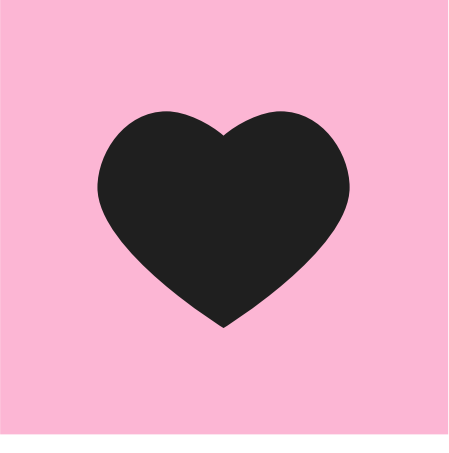
Audits Expenses:
Conducts expense audits to identify hidden or overlooked costs.

Motivation: The motivation to reduce unnecessary costs and improve financial stability.



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?

