



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?



attitude in
public

apprarance

what really
counts

major
preoccupat
iens

behavior
towards
others

worries and
aspirations

BUSINESS
ESTIMATION

who should
vote for in the
upcoming
election

when will be
able to retire

conservative
business owner
that is committed
to the local
community

will i get an
A in the
class

shoul i hold
more sales
to increase
sales

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?

