

Type your heading...

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Thinks

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

Says

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

Estimation of business expenses



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](#)

What statements or quotes might stakeholders use regarding expenses estimation

We need to ensure accurate budgeting for the upcoming project

Are there any cost fluctuations I need to consider? How can I minimize financial risks?

We must ensure accurate expense forecasts to manage our finances effectively

How will expenses impact our profits margins? Can we offer competitive pricing?

What resources are essential for successful project completion? How can I optimize spending?

Collaborate with team members to gather diverse perspectives

Researchers industry standards and benchmarks for expense categories

Utilize financial software or tools to perform detailed calculations

What emotions might they experience such as stress, uncertainty or confidence?

Concerned about overestimating and affecting profitability, anxious about underestimating and going over budget

Determined to achieve project goals, concerned about resource availability