



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?



Feels

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



Does

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

See an example

**Bright idea consulting**  
Short summary of the persona



We provide quality professional development training and guidance to educators

Brightidea is a top rated idea management and innovation management software

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need to learn how to advocate for their students no matter their abilities.

quality professional development training and guidance to educators

managing the delivery of strategy and implementation services on

“Hearing my child has a disability was hard.

endless web-meetings to assess the situation, hash out strategies and push them down ...

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To avoid feeling irrelevant or being overlooked

With our person-centered, data-driven, evidence-based approach, we ...

idea would have a great impact,