Says

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

We provide quality professional development training and guidance to educators

Brightidea is a top rated idea management and innovation management software

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



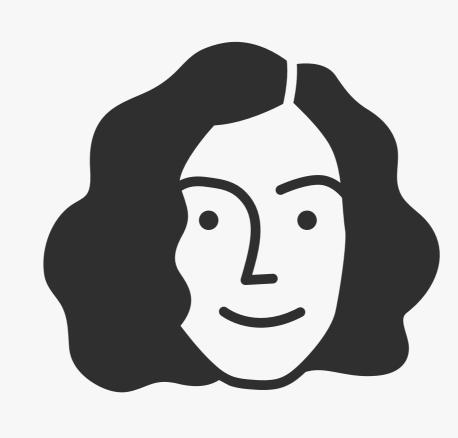
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



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quality
professional
development
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educators

managing the delivery of strategy and implementation services on



Bright idea consulting

Short summary of the persona

"Hearing my child has a disability was hard.

endless webmeetings to assess the situation, hash out strategies and push them down ...

endless webmeetings to assess the situation, hash out strategies and push them down ... To avoid feeling irrelevant or being overlooked

With our person-centered, datadriven, evidence-based approach, we ...

idea would have a great impact,



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?

