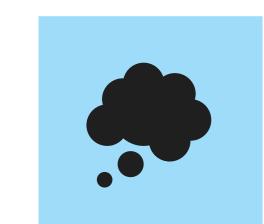
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



Purchasing
-getting
discounts for
buying in bulk

marketing -by
preading the
cost of
promotion over
large cale

overheads-by spreading the staff across a greater output

shortage of cash

compromied quality

loss of control



identifying opportunities for growt

improved sense of well-being

better work performance

increase interest increase kowledge

less stress and anxiety increse the searching quality

Does

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

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



