



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?

Purchasing  
-getting  
discounts for  
buying in bulk

shortage of  
cash

marketing -by  
preading the  
cost of  
promotion over  
large cale

overheads-by  
spreading the  
staff across a  
greater output

compromied  
quality

loss of  
control



identifying opportunities for growth

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?



Feels

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