

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

## PAIN

fears  
frustrations  
obstacles

## GAIN

"wants" / needs  
measures of success  
obstacles