

<div>1</div> <div>THOUGHTS &amp; EMOTIONS:</div> <div>Beliefs, convictions, motivations, worries &amp; goals.</div>	<div>2</div> <div>ENVIRONMENT:</div> <div>How is s/he affected by workplace, social settings, similar products/services?</div>
<div>3</div> <div>SOCIAL INFLUENCE:</div> <div>Who does s/he listen to most? Friends? Bosses? Co-workers? Outside influencers?</div>	<div>4</div> <div>BEHAVIOR:</div> <div>How s/he acts, and how s/he <i>wants</i> to be seen and thought of; In the workplace and public spaces.</div>
<div>5</div> <div>PAIN:</div> <div>Fears, frustrations and perceived obstacles.</div>	<div>6</div> <div>GAIN:</div> <div>Wants, needs and what s/he believes constitutes success.</div>

<b>SITUATION:</b>	<b>ACTION STEP:</b>
<div>THINKS</div> <div>FEELS</div>	<div>SEES</div> <div>DOES</div>