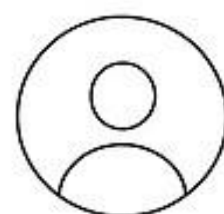


Empathy:
I need to understand which
ways are going with I worry
that poor goods exaail by
affects my decisions.



Toy Manufacturer Manager

	Hear	See	Say	See & Do	Gains
Empathy	Other managers say you money- are understand	Registration-via determinations are naid to under stand	Often ask for better reports and each bosuards	Clear and easy to use dete(ounds with Tableau	Clear and easy- to passsighs on- area with Tabeau
Hear	Sales team compleetment and clecning emared trends	Confirmation about not knowing pier- vet treanes	Tell my team we ne off to orderstand product petior-	Frustration cue to doer tour liuation tools	Real-time insights trie era leacs and stock levels
Pain & Do	Hear complicated 30 a.seated a, and tendlocks	Display delect ret- in to reduction using visualization	Request updates. to outdancce repo- rfs.	Lack of confident ion sales report-	Confident, fast decision making with visual data

