



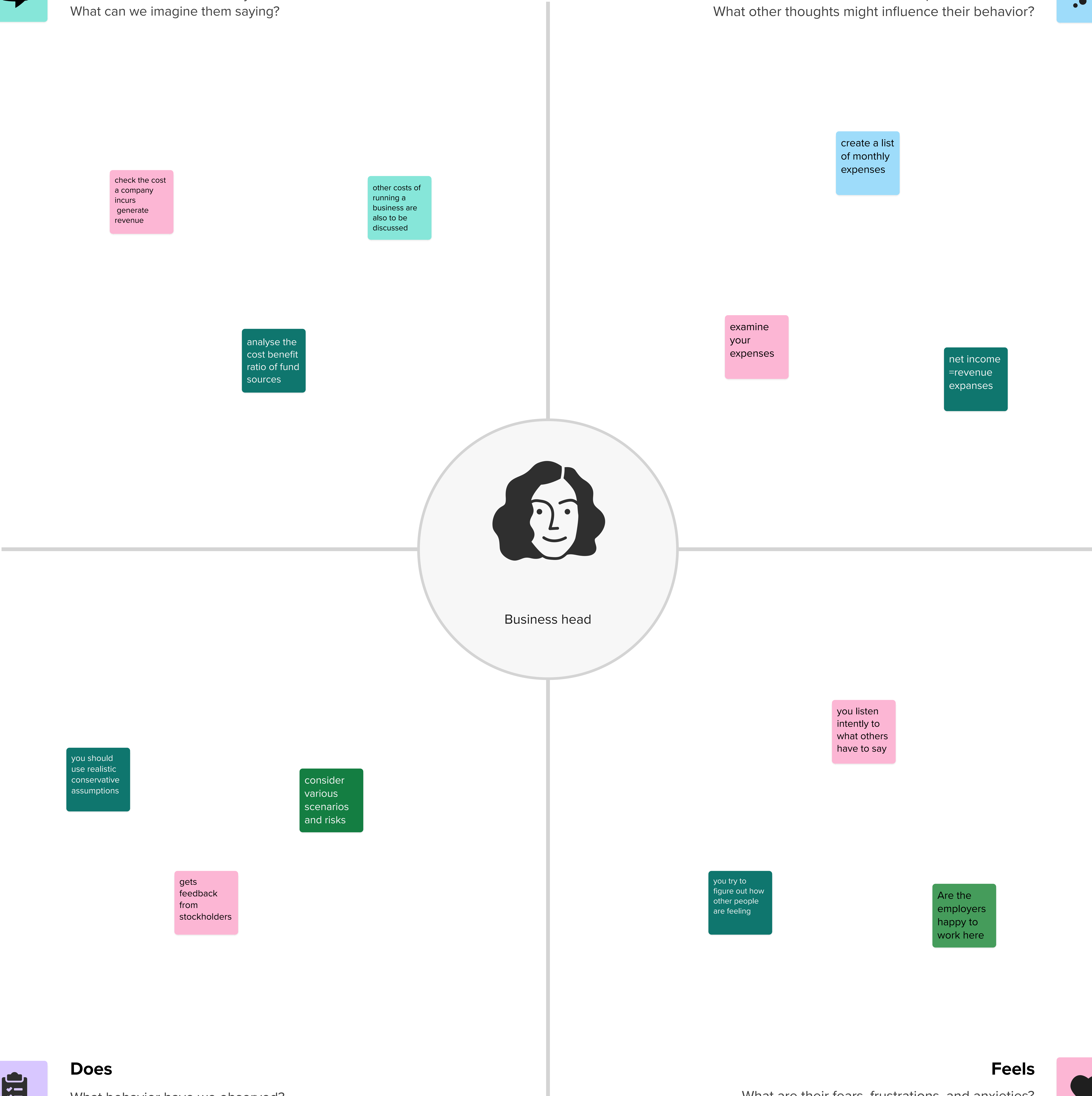
Says

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?



check the cost  
a company  
incurs  
generate  
revenue

other costs of  
running a  
business are  
also to be  
discussed

analyse the  
cost benefit  
ratio of fund  
sources

create a list  
of monthly  
expenses

examine  
your  
expenses

net income  
=revenue  
expanses

you should  
use realistic  
conservative  
assumptions

consider  
various  
scenarios  
and risks

gets  
feedback  
from  
stockholders

you listen  
intently to  
what others  
have to say

you try to  
figure out how  
other people  
are feeling

Are the  
employers  
happy to  
work here



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?