



**Says**

What have we heard them say?  
What can we imagine them saying?

any economic  
benefit that is  
outside the  
normal  
operation of a  
business

when you purchase  
like say a piece of land  
house or security and  
after some years you  
are able to dispose of  
at a price above the  
purchasing price

a general  
increase in the  
value of an  
asset or  
property



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



creative and  
critical  
thinking

netflix is one  
of the design  
thinking  
example

the ability to  
come up  
with unique  
original

carries out  
professional  
activities

a person who  
undertakes the  
risk of starting a  
new business  
venture is called  
an entrepreneur

the practice of  
making one living  
or making money  
by producing or  
buying and selling  
products

the source of  
employment

business ownership  
requires sacrifice  
determination and  
resilience include  
long hours and  
administrative  
burden

proud  
enthusiastic  
and absolutely  
bursting with  
energy and  
joy

**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?



[See an example](#)