



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?

Exist any devices or programs that could make this process simpler?

How can I predict our spending with accuracy?

I'm concerned about spending too much and how it will affect our bottom line.

I want to choose my finances wisely.

I have to make plans for the upcoming quarter's budget.

This process can be streamlined to save me time and anxiety.



creates budgets using spreadsheets or accounting software.

frustrated by how difficult financial forecasting is.

collects information on previous costs and earnings.

consults team members or financial professionals for advice.

worried about unforeseen costs.

I feel relieved after I have a detailed budget strategy.



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?