



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?

ESTIMATION
OF
BUSSINESS
EXPENSES

COMMERICAL

PROPERTY

GIVE
MORE ADS

BUY
THINKS
FOR TWO
CRORES

PRODUCTION

MANAGEMENT

MORE THAN A
A THOUSAND
ITEMS HAVE
TO BE MADE

RECRUIT
PEOPLE
RELATE TO
MANAGEMENT

BUYING
LAND AND
MACHINE

CREATE
LOGO AND
ADS

MAY HAVE
BOUGHT
MORE THAN
CRORES OF
GOODS

ADS COULD
HAVE BEEN
MADE MORE
EFFECTIVE

1000 TOYS
ARE
PRODUCED

SELECT THE
REQUIRES
MANAGEMENT
MEMBERS AND
WAGES

MAY THINGS
STILL BE
DONE
WITHOUT
ERROR

THE
MANAGEMENT
DEPARTMENT
COULD HAVE
BEEN IMPROVED



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?