

The diagram consists of two rectangular boxes, one on the left and one on the right, connected by a horizontal line. The left box is labeled 'Says' in bold black text at the top. Below the label, it contains the text 'What have we heard them say?' and 'What can we imagine them saying?'. The right box is labeled 'Think' in bold black text at the top. Below the label, it contains the text 'What are their wants, needs, hopes and dreams? What other thoughts might influence their behavior?'. A horizontal line connects the bottom of the 'Says' box to the bottom of the 'Think' box.

Says	Think
What have we heard them say?	What are their wants, needs, hopes and dreams? What other thoughts might influence their behavior?
What can we imagine them saying?	

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