

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?



business expenses are costs

business
expenses are
also referred
to as
deductions

a cost benefit
analysis is the
process used to
mesure the
benefits of a
decision

always be honest and truthful in all matters

cost behaviour refers to how a cost changes in relation to a certain activity level

absorb costs for items that are your fault



Persona's name

Short summary of the persona

budget creation of the business

cost control is an imporant factor in maintaining and growing profitability

team and management issues

mental
health and
family
issues

emotion like
frustration and
boredom can lower
motivation and thus
lower the chance
that we will act



Does

What behavior have we observed? What can we imagine them doing?







What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

