



Says

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

It is very useful.

Sharpens your ability to research.

It's helps for developing our presentation skills.



Thinks

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

Easy and fun.

You will increase your self-esteem.

It improve our curiosity.



Create memorable and impressive things.

Reinforces the prestige and professionalism of the event.

Articulate your thoughts.

Improve critical thinking.

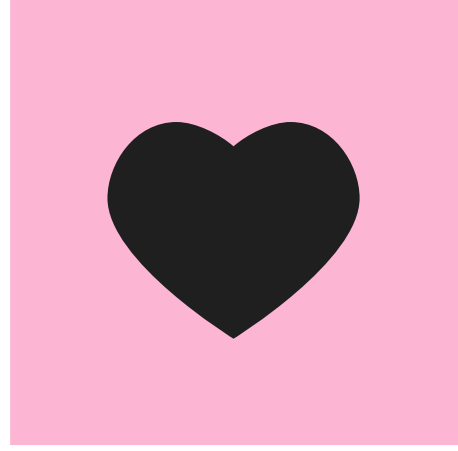
Improved research skills.

It serves a tangible reminder.



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](#)