



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?



Feels

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



Does

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

See an example



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estimation of business expenses is the process of predicting the amount of money that a business will spend on its operations in a given period of time

this can be done for a variety of purpose, such as budgeting, forecasting, and financial planning

an important step in determining how much money you need to start and keep your business running without encountering cash flow problems

business often want to have accurate and up-to-date estimates of their expenses in order to make informed financial decisions

business need to have a clear understanding to their expenses in order to stay financially viable

business may hope that their estimate are accurate enough to allow them to plan for the future

this is a common behavior, especially for new business or businesses that are experiencing rapid growth

this is less common, but it can also be a problem

this can happen when businesses focus on the big-ticket items and forget about the smaller, but still significant, expenses

businesses rely on accurate expense estimates to make informed financial decisions

estimating expenses can be a time-consuming process, especially for businesses with a lot of moving parts

even the best-laid plans can go awry, and businesses can be blindsided by unexcepted expenses