



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?

I need to provide valuable insights and solutions to our clients.

How can I offer innovative and practical strategies to meet the client's needs?

I want to ensure our consulting services align with the client's goals.

I must communicate effectively to build trust and rapport.

Understanding the client's industry and challenges is crucial for success.

Maintaining open communication channels is essential for a successful engagement.



Driven to deliver high-quality consulting services.

Focused on building long-term client relationships.

Eager to contribute positively to the client's business.

Maintain clear and regular communication with clients.

Develop customized strategies and recommendations.

Conduct thorough research and analysis for each client engagement.



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?