

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?



Engage in collaborative brainstorming.

Motivated to provide exceptional value.

Adapt communication style to clients' needs.

Seek feedback and continuously improve.

Pressure to deliver results and solutions.

Excitement about solving complex problems.



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Express their business goals and challenges.

Evaluate consultants based on expertise and trustworthiness.

Participate in meetings and feedback sessions.

Desire to solve pressing business challenges.

Eagerness to work with knowledgeable experts.

Concerns about the cost of consulting services.



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?

