



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?

we provide
innovative
solutions

excited
about
talking
new challenge

we help
business
growth

overwhelmed

we value
client
satisfaction

confident
about our
exprience



BRIGHT IDEA
COUNSULTING

conduct
market
research

we must
understand
clients

offer
project
management

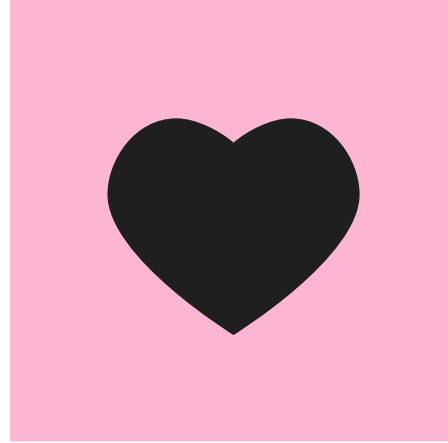
we need stay
updated with
industry

provide
business
analysis

we should
focus on
delivery quality
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?