



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?



success is
20% skills
and 80%
strategy

Our goal is
to capture a
larger
market share

The harder
you work
,the luckier
you get

Maximizing
profit is a
central goal

Long term
vision of
company

Satisfying
customer



Businessman

To identify growth opportunities
,analyze market trends, customer
preferences and competitive
landscape

Networking
and
negotiation

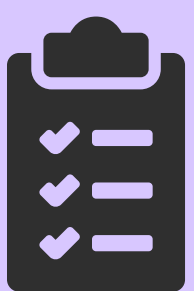
Balance various
responsibilities
and tasks

Communication
and adaptability

Competition
and fear of
failure

Financial
instability and
economic
uncertainty

Market volatility
and constant
need to adapt
to changing
trends



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](#)