



	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>BEFORE (Without solution) Uncertain about which reforms drive growth Overwhelmed by economic data Pressured by poor economic performance</div><div>AFTER (With solution) Confident in decision-making Clear about reform priorities In control of policy direction</div></div>			
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