

Says

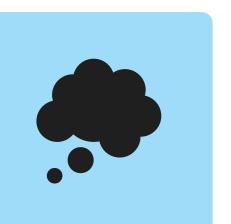
What have we heard them say?
What can we imagine them saying?

"I need to accurately estimate our expenses to plan our budget

"I want to make sure we're not overspending." "Are there any unexpected costs that might arise?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



I worry about the impact of expenses on our profitability."

I need a clear budget to plan effectively.

"Are there any hidden costs we're not accounting for?



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Estimation Of Business Expenses

"Consulting with department heads to gather expense information.

Tracking expenses using spreadsheets.

Relief when expenses are managed well

Frustration over increasing expenses.

Anxiety about financial stability

Does

"Researching

historical

expense data.

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



