



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?



Feels

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



Does

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



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Estimation Of
Business Expenses

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

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

"I want to make sure we're not overspending."

"Are there any unexpected costs that might arise?"

I need a clear budget to plan effectively.

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

"Consulting with department heads to gather expense information.

Relief when expenses are managed well

"Researching historical expense data.

Tracking expenses using spreadsheets.

Frustration over increasing expenses.

Anxiety about financial stability