



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?



Bright Ideas Consulting

Short summary of the persona

consulting is tha
act of providing
knowledge ,basis,
to business,
organisation ,or
individuals.

moreover,
consulting are
in dependent of
the business
they work for.

we stress in
suceessfully
implementing the right
solution for your
business needs based
on our experiences
and successes.

organisation
developme
nt & change.

research
evaluation
& impact
assement.

Strategy &
business
Planning.

A clever
thought or
Plan.

We would
each have a
terminal but
share the
printer.

Exam; John
had a bright
ideas for
saving space.

We belive in
innovation but
experimentation
and innovation.

Short term
quick wins
usingnbest
practices.

As event
consutants
and
represented
in our events.,



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?