

Says

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

Analyzing spend helps businesses realize sales objectives and where marketing can be improved to match those objectives

It makes you think in the way which is not standard for people

You heard information from a source other than yourself



Thinks

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

A market analysis is a thought assessment of a market within a specific industry

A market analysis has many benefits, such as reducing risk for your business and better informing your business decisions

Market analysis is a detailed assessment of your business's target market and the competitive landscape within a specific industry.

Unveriling Market
Lnsights Analysing
Spending Behaviour
And Ldentifying
Opportunities For
Growth

Postures
movement
nonverbal and
verbal behavior

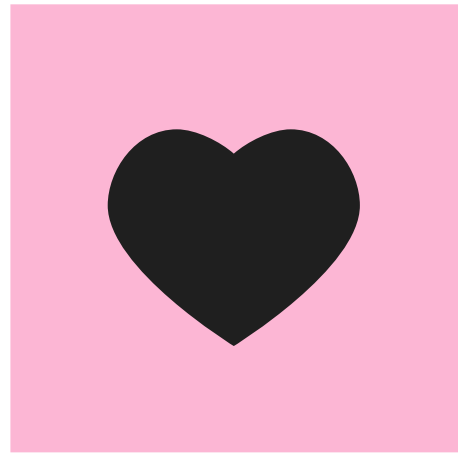
The result a
'mental workplace'
a neural network
that coordinates
activity across
multiple regions of
the brain

People can
improve their
own imagination
capacities and
learn to be better
imagers



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?

Inner directed
negative
emotions like
guilt
embarrassment
and shame

Fear is an emotion
reaction to a
specific real danger
while anxiety is an
excessive and
unfocused fear that
may be triggered by
variety of stimuli

Our thoughts
create our
feeling and
our feeling
drive our
behavior