



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?

Safeguard  
rules

Democratical  
views

To maintain  
prosperity

To enrich  
country  
resources

Maintaining  
place

Reducing  
injustice

To improve  
social  
progress

To ensure  
our rights

N.Sreevishnu  
R.Abin  
K.Haresh  
R.Ajesh

Financial  
controls

Control  
powers

Feel secure  
and safe

Even all  
justice  
controls

Execute  
laws

Regulate  
rules

Facing  
financial  
crisis

Protection



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?

[See an example](#)