



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?

"We provide innovative solutions to your business challenges."

"Will Bright Ideas Consulting understand my unique business needs?"



Visit the Bright Ideas Consulting website.

Excitement about the potential for positive change.



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?