



## Says

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

Brightidea's Consulting Services professionals communicate their practical, real-world experience to assist in creating impactful innovation programs.



## Thinks

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



: Their approach is based on strategic thinking, using their knowledge to help clients establish and scale innovation teams and programs effectively.



bright ideas  
consulting



Brightidea's Consulting Services actively engage in helping clients implement and execute innovation initiatives, driving cultural change through practical actions and strategies.



\*: Their approach is based on strategic thinking, using their knowledge to help clients establish and scale innovation teams and programs effectively.



## 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](#)