



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?

Bullding and
sustaining
Organisational
change
management

Sponshorship
of
organisational
change
management

The power
of listening

solving
problems

porviding
information

A hlerarchy
of purposes

CUSTOMER

type your heading...

intuitive cent

brightidca
offers a product
that unique and
valuable to our
company

enterprise
capable
collaborations
tool with
excellent support

personal and
crroudnal
factors
personally
mental health

hysical
factors age,
health

life
expeiences
family
culture



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?