



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?

Checking
your Data

Analysing
your Data

Entering
your Data

decreasing
procurement
costs

Transparency

improving
efficiencies
by increasing
visibility



THAMIZHSELVAN S
Analysing spending
behaviour and
identifying
opportunities for
growth

Conduct A
comprehensive
spend analysis
program

Taking a
closed-loop
management
approach

Develop a
holistic spend
management
strategy

Spend
analysis is
more than just
a procurement
tool

improving
negotiation
capabilities

enhancing
supplier
management



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](#)