



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?

Dedication

Learning

Hard skill

Risky

Competition

High risk
stocks



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

Experience

patience

Smart
thinking

Innovative

Knowledge

High
demand