



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?

Business expenses are the costs of operarting a business.

It makes you to know which expenses you can detect.

This includes legal, accoounting, consulting and other professionals.

Having an accurate understanding of the value of your business is important for growth and exit strategies.

Business expenses helps us to understand the business's cash flow.

Be the creator of your own Destsinty.



Persona’s name

Short summary of the persona

Cost behaviour measures how changes within a business process can affect a cost.

Professional behaviour in the work place is a combination of attitude, appearence and manners.

A business behaviour framework identifies the way of acting that bring to life the values and goals of the company.

Financial anxiety is a fear of not having enough money.

In a business the frustration is that you don't have flexibility over your own schedule.

Emotions play a huge role in business and in the success of you business.



Does

iour



Feels

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