



**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?



**veeramurugan**  
Bright ideas  
cnsulting

Organisational  
Development  
& Change

To offer leadership  
on an interim or  
short term basis to  
drive delivery of  
your development  
program and goals

\* Research  
Evaluation &  
Impact  
Assessment

\* Strategy &  
Business  
Planning

To offer high level  
assistance on  
projects, programs,  
staffing or strategic  
issues - when you  
need it

In this faded  
house among the  
ferns, a bright  
idea was  
inevitably taking  
form

He came highly  
recommended  
and full of bright  
ideas. ...

The marriage of  
architecture and  
acoustics is a bright  
idea, but for me the  
experience was  
underwhelming and  
musically limited.

Bright Ideas Consulting Ltd.  
creates innovative,  
evidence-based solutions,  
to enable organisations and  
the individuals who interact  
with them to thrive.

Psychometric  
Assessment

Financial  
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Diversification for  
voluntary sector  
organisations and  
social enterprise

Organisational  
Development  
& Change



**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?