



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?



"I've been in the business world for over a decade, and I've seen it all."

People need opportunities to connect with others in their industry and exchange knowledge and experiences.

"I wish I had more business experience before launching my startup; it was a steep learning curve."

"I'm considering taking on a leadership role to fast-track my business experience."

"I believe in learning from failures; they've contributed immensely to my business experience."

Staying updated on industry trends, market dynamics, and emerging technologies is a need for professionals to remain competitive.

Many individuals seek to develop specific skills and knowledge relevant to their industry or field.

Learning how to manage risks and make calculated decisions is essential for those in business.

"I'm considering taking on a leadership role to fast-track my business experience."

Developing the ability to analyze complex situations, make strategic decisions, and solve business-related problems is a critical need.

In competitive industries, individuals may fear that they won't be able to stand out or keep up with their peers.

Striving for continuous improvement and success can lead to fears of burnout, impacting their physical and mental well-being.

In competitive industries, individuals may fear that they won't be able to stand out or keep up with their peers.

They are often engaged in self-study, attending courses, webinars, and workshops to expand their knowledge and skills.

They regularly attend industry events, conferences, and meetings to connect with professionals, seek advice, and expand their network.

Entrepreneurs, in particular, may fear financial instability and the risk associated with starting a business.

They may fear that despite their efforts, they will not succeed in their business or career endeavors, which can be discouraging.

The fear of rejection, whether in job applications, seeking mentorship, or pitching business ideas, can be a significant concern.

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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?