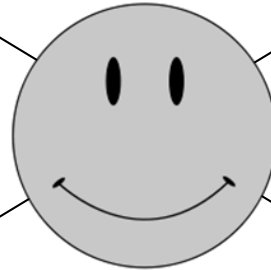


What does he/she
THINK and FEEL?

What really counts / Mayor preoccupations /
Worries and aspirations.

What does he/she
HEAR?

From friends?
From influencers?
From their boss?



What does he/she
SEE?

Environment?
Friends?
What the market has to offer?

What does he/she
SAY and DO?

Attitude in public / Appearance / Behaviour toward others.

Pains

Fears, Frustrations, Obstacles

Gains

Wants/needs, Measures of success