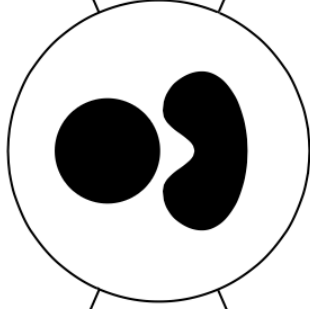


What does he
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What does he
HEAR?

what friends say
what boss say
what influencers say

What does he
SEE?

environment
friends
what the market offers

What does he
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles