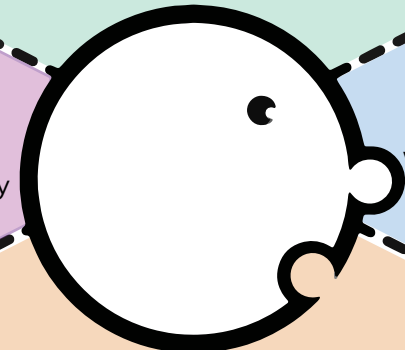


What does the stakeholder.

THINK & FEEL?
 What really counts,
 Major preoccupations,
 worries and aspirations

HEAR?
 What friends say,
 What boss says,
 What influencers say

SEE?
 Environment, Friends,
 What the market offers



SAY & DO?
 Attitude in public, Appearance, Behaviour Toward others

PAIN?
 Fears, frustrations, obstacles

GAIN?
 Wants/needs, measures of success, obstacles

