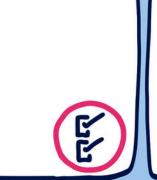


what do they HEAR?





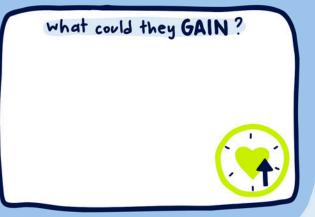




internal

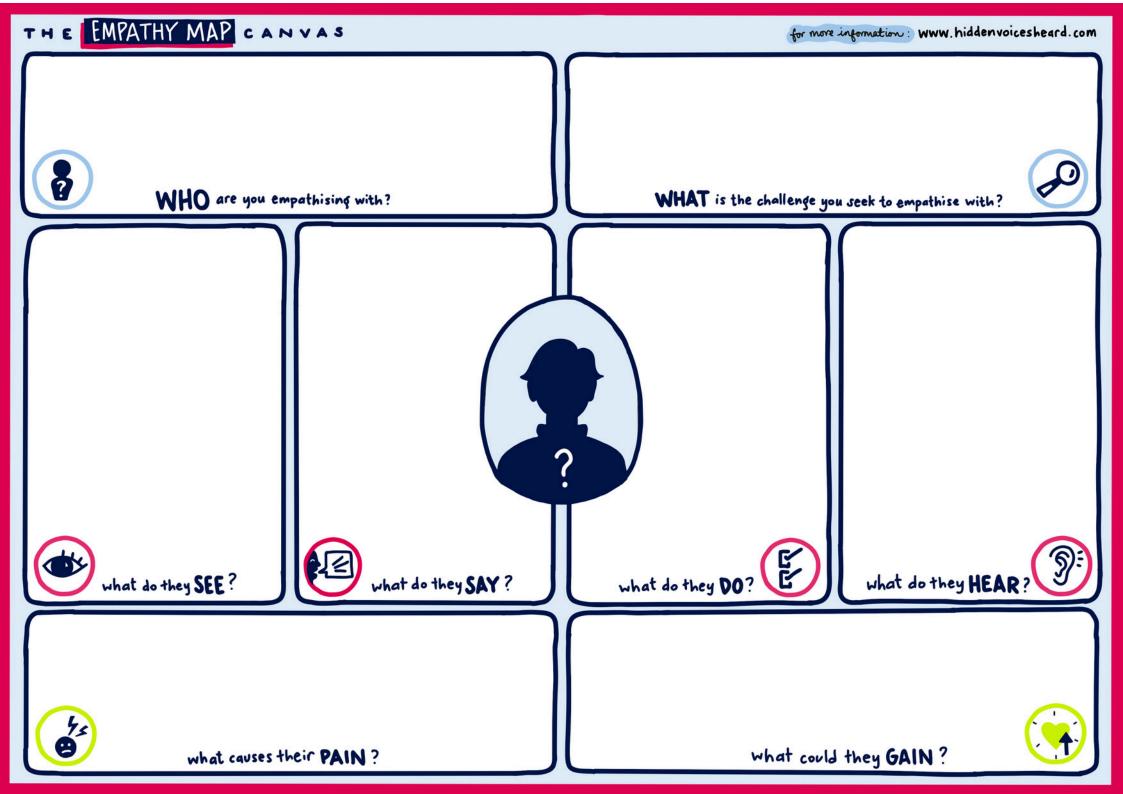








for more information:





1: CONTEXT -Who

- 1. Who are you empathising with?
 - give them a NAME
 - where do they WORK?
 - how OLD are they?



1: CONTEXT challenge

- 2. What is the challenge you seek to empathise with?
- is it PROBLEM behaviour?
- -> is it DESIRED behaviour?



2: EXTERNAL - do

- Do they DO what they say?
- -> If not, what do they ACTUALLY do?



2: EXTERNAL - hear

- whose voice do they hear the most?
- -> Does it INFLUENCE them?



2: EXTERNAL - SEC

- What does your audience see in their ENVIRONMENT, related to the challenge?
- Describe specific VISUAL ELEMENTS they encountered
- Imagine they are describing who they see to their friend ... what words would they use?



2: EXTERNAL - SAY

- what do they SAY they are poing to do with regard to their own behaviour in relation to the challenge?
- -> Is it time specific? Daily, weekly, seasonal?



53: INTERNAL- Pain

Think of a moment when your audience felt FRUSTRATED or PAINED by this challenge.

What were the exact circumstances and how did it affect them EMOTIONALLY or PHYSICALLY?

- what is their greatest FEAR in life?
- what is their greatest FEAR in relation to this challenge?
- what are they agraid of LOSING?



3: INTERNAL - 9ain

Reflect on a time when your audience achieved a POSITIVE outcome related to this challenge.

What were the circumstances and what specific benefits or positive feelings did they experience?

- -> what do they GAIN from this problem behaviour - from not changing?
- what do they gain from the DESIRED behaviour?
- -> What are their IMMEDIATE gains?
- what are their LONG TERM gains?
- -> can they TASTE, SEE, FEEL their dains? How do they experience them? How do they become REAL every day?

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more information at : HIDDEN VOICESHEARD.COM