

## THINK & FEEL

What is important to him/her  
What does he/she want to achieve  
What drives her/him  
What worries her/him at night

What is her/his attitude  
What image does he/she portray  
Is there a conflict between what he/she says and how he/she acts  
Is he/she opinionated  
Does he/she listen  
Does he/she show respect

## HEAR

Does he/she makes his/her own decisions  
Who has the biggest influence on her/his decision making  
Does he/she value her coworkers opinions  
Does he/she listen to clients opinions  
Does he/she analyse international media  
Does she/he study data

## SEE

What is her/his apperance  
Who works with him/her  
How is her/his workplace  
Who has the biggest influence on him/her decision making  
Is she/he a good teamworker  
Does she/he have a network of experts  
Is she/he under pressure from the cooperation.

## SAY & DO

### PAIN

What is his/her biggest fear  
What is his/her biggest frustration  
What obstacles hold her back  
Which risks does he/she fear taking  
What boundaries does he/she need

### GAIN

What would be his/her gain of taking you on  
What does she /want to achieve with the assignment  
How does he/she measure success  
What new strategies whould he/she be exploring