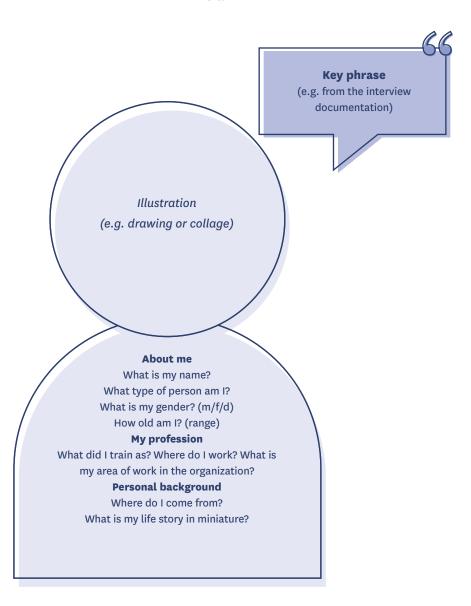


## Who am I?



## What am I like?

## My interests

What do I spend my free time doing? What do I like? What do I read, watch and listen to regularly?

# My challenges

What is challenging in my work? In day-to-day life? What gives me trouble or causes me headaches?

### My behavior

What are my routines, rituals, daily habits like?

## My moments of success

What are my moments of professional success?
In my private life? What do I particularly enjoy about my work?

### My needs

What do I need? At work? In day-to-day life? What is essential to me? What am I lacking?

## My goals

What am I striving to achieve? Where am I heading? What is my personal goal?

# What do I think about the idea?

# Fictitious quote (e.g.: What conclusion do I draw after the first application?)

### Dro

What value does the idea offer me? Why do I like the solution?

### Contra:

What is stopping me from applying the solution? What causes resistance?



