

The Hero Plan

FOCUS BULLSEYE

SNIPER

Age, sex, location, purchasing power.

BEHAVIOUR

What does the innocent do

TOMORROW!

Who/How will be the first innocent



INNOCENT IN DANGER

MISSION GOALS

1

2

3

4

5

P S B SE E

P S B SE E

P S B SE E

P S B SE E

P S B SE E

INNOCENT'S SITUATION

ENVIRONMENT

What does the innocent see & hear around

BEHAVIOUR

What does the innocent do to overcome the challenge

CHALLENGE

What does the innocent say about worries & desires

NEEDS

DESIRES + CAUSES

TRUE NEEDS

CAPACITY FOR SELF-DECEPTION

ESTEEM

SELF-ESTEEM

BELONGING

SAFETY

PHYSIOLOGICAL NEEDS

+ DESIRE

P S B SE E

P S B SE E

P S B SE E

P S B SE E

P S B SE E

WHY ?

BECAUSE THE INNOCENT WANTS...

BECAUSE...

DESIRE

CAUSE

NOTES

MISSION BOARD v1.0

WAKIGAMI

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