

ONE

wishes for a HOME...
not #INSULATION

#better

CE iti doresti

WHAT do you want

#better

CE iti doresti

A house, for my family (nothing about insulation yet,
unless we, the specialists, start to define #house)

It is mandatory that we reach the END USER



DE CE iti doresti

WHY do you want it

#better

DE CE iti doresti

So we get more space, a nice garden, fresh air (nothing about heating or energysaving yet)



#better

DE CE E IMPORTANT
pentru tine
WHY is this IMPORTANT



DE CE E IMPORTANT pentru tine

Because we dream about our nest, for a long time (not
because heating or cooling bills)



#better

DE CE NU AI asta deja

HOW COME you don't
have it yet

#better

DE CE NU AI asta deja

We were busy, we didn't have the budget ... (not because it was imposible to choose the right insulation)



CAND vrei sa il ai
WHEN do you want it

#better

CAND vrei sa il ai

We want to have the Christmas party in our new home.
So, we assume it's going to be warm...right ?



#better

CUM TE VEI
SIMTI cand il vei avea

HOW will you feel
when you'll have it

#better

CUM TE VEI SIMTI cand il vei avea

Fulfilled ! Happy ! Ready to party

...or, as we made the best decision about insulation



DE CE AI NEVOIE

pentru a il avea

WHAT do you need

to have it

#better

DE CE AI NEVOIE pentru a il avea

The money, the project, the team to build
...the man does not express insulation needs.



ESTI GATA sa intelegi

ARE you ready
to understand ?

#better

ESTI GATA sa intelegi

It seems clear that it is complex.

So, we'll start talking about insulation ...as it is technical, professional, specific, but in the beginning of the dialogue, it was no place for specifications.



Lista de **ACTIVITATI**
The **OBJECTIVES** list



#better

Lista de ACTIVITATI

So, it is time to define the steps, the layers, the documents, the timing, the plan of activities – an insulation is a very important decision and step to write down.



#better

PROVOCAREA

The CHALLENGE



#better

PROVOCAREA

The CHALLENGE is to find the best decisions, considering the budget to choose the best **#insulation** in order to keep the property in good shape, cost efficient during summer and winter, nice looking...



#better

It is mandatory to bring in
#INSULATION ...after the proper
diagnosis steps,

so... **ONE** will understand, wish
and **PAY** for it.

