

	<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>POSITIVE-NEGATIVE</b>	<b>NEUTRAL</b>
<b>PERCEIVED</b>	They will believe the project will proceed to completion. Eventually, however, they will realize that they had not thought out enough the details.	They will not believe that they will be able to complete the project. They will not be able to see the end of the tunnel.	They will not be optimistic of others' financial "health" when comparing their own situation to the others' (especially to the others).	They will not believe that they will be able to complete the project. They will not be able to see the end of the tunnel.
<b>EMOTIONAL</b>	They will feel good, but they will not feel happy, and they will not feel safe.	They will feel bad and they will not feel safe.	They will feel good and they will not feel safe.	They will feel good and they will not feel safe.
<b>BEHAVIOR</b>	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.
<b>ATTITUDE</b>	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.
<b>WILL</b>	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.	They will not be able to complete the project. They will not be able to complete the project. They will not be able to complete the project.