



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The HR scorecard effective for my organisatin?

Customer perspective measures the satisfaction of internal and external customers of HR services including employees, managers and job candidates

Will it help me minimize the cost of recruitment training&development

I want to be valued and prepared for new leadership roles

They also want to be committed and valued

Want to adapt to changing business needs



Persona's name
Short summary of the persona

They use all aspects of the scorecard

We look for achieving our goals using it

They are collecting relevent information

Anxiety when i take decision

Some of them clear minded about my project

Feeling helpless or unable to influence certain situatons



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?