



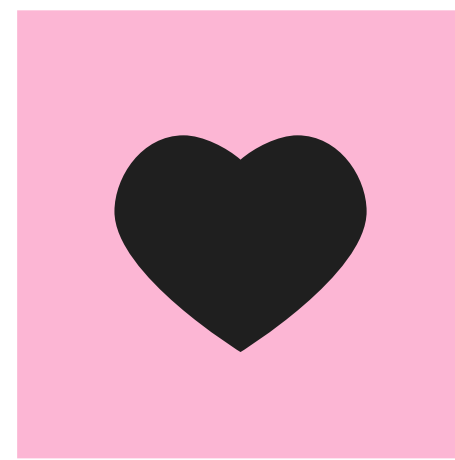
Says

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?



Feels

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



Does

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



Persona's name

Short summary of the persona

This creates more engaged and motivated workforce among people .

It is used in business intelligence.

This HR scorecard creates a good impact on employee engagement by providing problems into employee satisfaction

It measures employers loyalty and satisfaction.

It is designed to measure and evaluate the success of talent management strategies with in an organization.

It help to track and analyze key performances indicators which is planning development.

It improves strategy communication, execution better alignment of project and initiatives.

It increases customer satisfaction.

It provides a visual picture of strategy.

It provides organizations with feedback on hove to make better decision in the future.

Employees feels a sense of belonging and demonstrate their commitment to helping the company achieve its business goals.

This creators people to feel sharing gratitude collaborating and challenging each other for the betterment of everyone.