



**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?

*Developing human resource information system*

**Strategic transformation of HRM based on the research and process reform**

*Promoting the well-being, health and livelihoods of staff*

*Developing family-centered policies*

**Performance management and employee development**

**Employee strategic recruitment and maintenance**

*Promoting human dignity of staff*

*Improving the mechanism of the settlement of human resources budget*

**Improving the productivity of the HR unit**

**SUCCESS IN TALENT MANAGEMENT**  
Short summary of the persona

Developing organizational culture based on customer

Empowering employees

**measure employee loyalty and satisfaction**

**Alignment between the allocation and consumption of human resources budget and the organizational strategy**

Align HR planning with business strategy provide proactive worakforce solutions

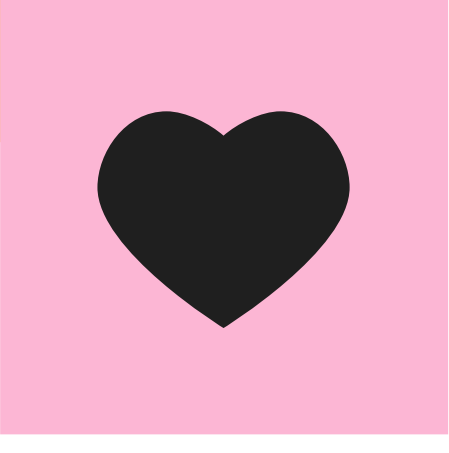
**Develop and enhance world-class programmes optimise service delivery through stream lined processes**

**boost your HR department's efficiency**

**tap into the intellectual pontential of the company**



**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?