



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?

Job  
Description

Customer  
Need

Skills

Recruitment  
Channels

Development

Easy to  
find



ARUN R

Recruiting Assistant  
for HR Managers

Interview

Describe  
the  
knowledge

Testing

Benefits

To increase  
Proficiency

To identify  
the Special  
talent



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?