



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?

 [See an example](#)



Persona's name

Short summary of the persona

the tool that helps to measure, manage and improve the role of the HR function within an organization.

Measures employees loyalty and satisfaction .

Improve company performance in productivity .

Managing and motivating employees and providing development opportunities.

The data is also used to predict the potential growth of the organization.

It provide a structured and objective approach to evaluating potential candidates.

Determine right salary for employees.

Fostering loyal, motivated employees helps to drive a business to success.

It is based on a clear understanding of organizational strategy.

The workforce required to implement that strategy.

Poorly defined metrics.

Lack of efficient data collection and reporting.

Focuses on leading indicators .

Encourages HR flexibility and change.

Lack of a formal review structure.

No process improvement methodology.