



Says

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

"The HR scorecard should provide clear insights into talent performance."

"We're struggling to quantify the impact of talent management strategies."

"We need a data-driven approach for talent management."

"We want to align talent management with our overall business goals."

Thinks

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



"What visualizations would help us easily grasp talent management data?"

"How can we track and measure the ROI of our talent management initiatives?"

"Are there any key performance indicators (KPIs) that are often overlooked in talent management?"

"We need a more efficient way to identify and nurture top talent within the organization."



Persona's name

Short summary of the persona

Collects data on employee performance, turnover, and engagement.

Adjusts talent management strategies based on data-driven insights.

Collaborates with data analysts to create HR scorecards in Tableau.

Presents HR scorecard insights to leadership and department heads.

Ambition: "We want to become a benchmark in talent management in our industry."

Frustration: "We're spending resources on talent management, but it's unclear if it's effective."

Concern: "We might be missing out on high-potential employees."

Optimism: "Tableau could provide the insights we need to optimize our talent management strategies."



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?



[See an example](#)