



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?

Planning

Growth in  
present and  
future

Attracting

Selecting

Employee  
performance

Hiring cost



Persona's name  
Measuring Success  
In Talent  
Management

Constant  
process

Attracting  
and  
retaining

Retirement  
benefits to  
employees

Developing  
their skills  
and improve  
performance

Internal  
Promotions

Conducting  
exit  
interviews



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](#)