



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?

*Efficiency
of HR
department*

*Increase
operational
efficiency*

*Measures
employees
loyalty and
satisfaction*

*Intellectual
potential of
the
company*

*Readuce
inventory
levels*

*Minimize
costs*



*To calculate the
success rate of
human resource
employees*

*Valuable
insight into
their firm's
service*

*Brings
structure to
business
strategy*

*Makes
communication
easier*

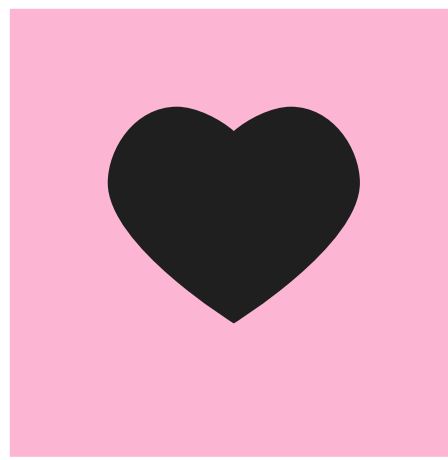
*Quality in
addition to
its financial
track record*

*Facilitates
better
alignment*



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](#)