

Says

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

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



Provides organition with a way to measure their performance in crtical areas

**Thinks** 

Helps reduce turnover rates

Increases revenue per employee

Confused

Excited

This was a great purchase

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Identifying Hiring Succession

> Define predictors of outstanding performance

> > Map career paths to enhance development

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Does

What behavior have we observed? What can we imagine them doing?



Talent Management



