



Says

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

I want
something
reliable

what size is
best?

where
should I
start?



Thinks

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

wasting too
much time?

may be this
isn't the
best

what is best
for me?

The Tableau HR scorecard :
Measuring success in talent management
Team members
1.E Adhithyan
2.S Harshini
3.O. Remya
4.J.Sujal



Does

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

checks the
web-site

more
research

asks friends



Feels

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

excited

fear

inadequate

See an example