



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?



Persona’s name

Short summary of the persona

Talent management KPIs power those efforts by measuring the effectiveness of the functions and processes HR teams use to attract, develop

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The first behavior that you want from your talent management team is to align their activities with the overall business strategy and goals

Align with the business strategy · Focus on the employee experience · Foster a growth mindset · Embrace diversity and inclusion · Build trust

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Learn how to measure and improve the impact of your talent development initiatives, such as leadership coaching and mentoring

One way to do that is by measuring engagement by calculating course completions, deploying learner satisfaction surveys

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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?