

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?



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







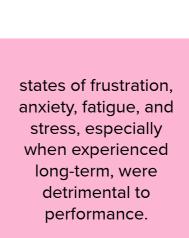




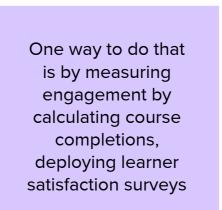


Persona's name

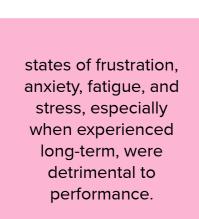
Short summary of the persona











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



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



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



Feels

