



Says

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

FEEDBACK FROM EMPLOYEES ABOUT THEIR GROWTH AND DEVELOPMENT OPPORTUNITIES

MANAGERS DISCUSSING THE PROGRESS OF THEIR TEAM MEMBERS

HR TEAM SHARING INSIGHTS ABOUT TALENT ACQUISITION AND RETENTION

HR MANAGERS WANT TO MEASURE THE SUCCESS OF THEIR TALENT MANAGEMENT EFFORTS

Thinks

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



EMPLOYEES MIGHT BE THINKING ABOUT CAREER PROGRESSION, SKILL ENHANCEMENT, AND WORK-LIFE BALANCE

MANAGERS COULD BE CONCERNED ABOUT TEAM PERFORMANCE, SKILL GAPS, AND EMPLOYEE SATISFACTION

HR TEAMS MIGHT BE FOCUSED ON ATTRACTING TOP TALENT, IMPROVING COMPANY CULTURE, AND REDUCING TURNOVER

THEY'RE CONCERNED ABOUT FINDING RELIABLE INDICATORS GROWTH AND SATISFACTION OF THEIR EMPLOYEES



Persona's name

Short summary of the persona

EMPLOYEES ACTIVELY ENGAGE IN TRAINING, ATTEND WORKSHOPS, AND PURSUE SKILL DEVELOPMENT

MANAGERS CONDUCT PERFORMANCE REVIEWS, PROVIDE FEEDBACK, AND RECOMMEND PROMOTIONS

HR TEAMS ANALYZE RECRUITMENT METRICS, CONDUCT EXIT INTERVIEWS, AND IMPLEMENT EMPLOYEE ENGAGEMENT PROGRAMS

THEY COLLECT PERFORMANCE DATA, CONDUCT SURVEYS, AND ANALYZE TURNOVER RATES TO ASSESS THE EFFECTIVENESS OF TALENT MANAGEMENT STRATEGIES

EMPLOYEES MIGHT FEEL MOTIVATED, EMPOWERED, OR FRUSTRATED IF THEY LACK GROWTH OPPORTUNITIES

MANAGERS COULD FEEL PROUD OF THEIR TEAM'S ACHIEVEMENTS OR CONCERNED ABOUT UNDERPERFORMING MEMBERS

HR TEAMS MIGHT FEELS SATISFIED WHEN THEY SUCCESSFULLY RECRUIT TOP TALENT OR CONCERNED ABOUT HIGH TURNOVER RATES

THEY FEEL A SENSE OF RESPONSIBILITY FOR THE PROFESSIONAL GROWTH AND SATISFACTION OF THEIR EMPLOYEES



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