



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?



Feels

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



Does

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

The Tableau HR Scorecard:  
Measuring Success in  
Talent Management

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Short summary of  
the persona

Attrition- It  
represents the  
number of  
people leaving  
the organization

Monthly income-  
It represents the  
monthly income  
of the employees  
working in the  
organization

Department- It  
represents the  
employees  
working in  
different types of  
department

Employee count-  
It represents the  
number of  
employees in  
the company

Job satisfaction-  
It represents the  
job satisfaction  
of the  
employees.

Education Field- It  
represents the  
employees working  
in the organization  
from different  
education fields.

Years in current  
role- It  
represents the  
number of years  
worked at the  
current profile.

Marital Status- It  
represents whether  
the employees  
working in the  
company are  
married or not

Gender- It  
represents the  
gender of  
employees  
working in the  
organization.

Job Role- It  
represents  
the job role of  
the  
organization.

Over time- It  
represents the  
employees  
working  
overtime or not.

Standard  
hours- It  
represents  
the standard  
hours of  
work.