

## Says

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

Thinks
What are their wants, needs, hopes, and dreams?

Allign talent goals

Greater organisation agility

Improved

customer

satisfication

What other thoughts might influence their behavior?

Rely on data to make betteer worforce

Fulfill employee expectations

Increased innovation

Better business performance

Ensure that employees are using their strengths

Persona's name

Short summary of the persona

Widened applicant pool

Increase employee engagement

Employee brand

Organisational culture and plan

Higher retention and better employee satisfication

managing
multiple
generation in
the workspace

Human resource management stratergy

Management capability

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?

