



Says

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

number of
diversity
initiatives

Salary
competitiveness

Percentage of
employees
trained in
company
policies

Time to
hire



Thinks

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

saving
money

the become
inspiration
to others

they want to
develop
their status
and life style

become a
thought
leader in
their industry



open
mindedness

the important
that they want
to maintain their
communication
skills

Formal
assessment of
an individuals a
wore in a given
time period

understands
job tasks



Feels

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

a state of mind
which leads one to
such a that is
captured by all
negative . vibration
of emotion

employee
retention
rate

the fear is they
want to assign
the right
person to their
company

Training
effectiveness



Does

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