



Says

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

"We need to ensure our talent is aligned with our company's long-term vision."

"Measuring retention rates is crucial to understanding our talent management success."

"Let's track employee performance to see the impact of our development efforts."

Conduct regular performance reviews and gather feedback from employees.

Implement surveys to gauge employee satisfaction and engagement.

Analyze data on promotion, lateral moves, and skills development to measure progress.



Does

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

Thinks

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

How can we demonstrate the tangible benefits of our talent management initiatives?

What specific metrics will help us gauge the effectiveness of our training programs?

Are our employees satisfied with their growth opportunities within the company?

Anxious about losing high-performing employees to competitors.

Optimistic that investing in talent development will lead to better overall outcomes.

Eager to showcase the positive impact of talent management to stakeholders.



Feels

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



Persona's name

Short summary of the persona