

Says

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

"We need to

ensure our talent

long-term vision."

is aligned with

our company's

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



Thinks

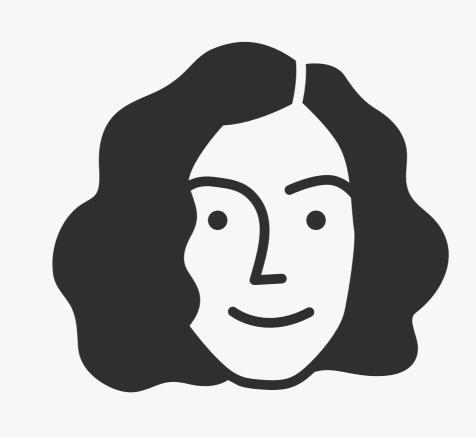
How can we demonstrate the tangible benefits of our talent management initiatives?

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

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

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

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



Persona's name

Short summary of the persona

Conduct regular performance reviews and gather feedback from employees.

Anxious about losing high-performing employees to competitors.

Implement
surveys to gauge
employee
satisfaction and
engagement.

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

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

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

Feels



Does

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



