



Says

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

Being the absolute best at customer service in your industry.

Don't ever fool yourself- success comes from really hard work.

With the right employees, your business will strive to new highs and grow continuously.

An employee is the most valuable and important resource in any business.

Research shows that 70 percent of jobs are not published on job sites.

Mapking your network invaluable in learning about new opportunities.

According to CNBC, 80 percent of jobs are field throw personal and professional connections.

An underserved community as failed to receive the same economic opportunities.



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?

There are five fundamentals of effective talent management strategy that can help companies overcome these and other common challenges.

This determines which roles offer competitive advantages, the type of talent is required & the appropriate skills to be rewarded and cultivated.

One of the most important sources of talent in any company is its existing work force.

These challenges include in accurate data, manual and disparate processes, lack of executive buy-in, and unconscious bias in decision-making.

A direct competitor probably comes to mind when you think of your competition.

Indirect competitors are businesses in the same category that sell different products or services to solve the same problem.

If you do not set particular goals or forget about them along the way, you are undermining your success.

You can have the goals, but most importantly, you will need confidence in your capabilities and potential in order to succeed! success comes with knowledge and skills.



Feels

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