



Says

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

cost of  
recruitment

candidate  
experience.

training  
hours per  
employee



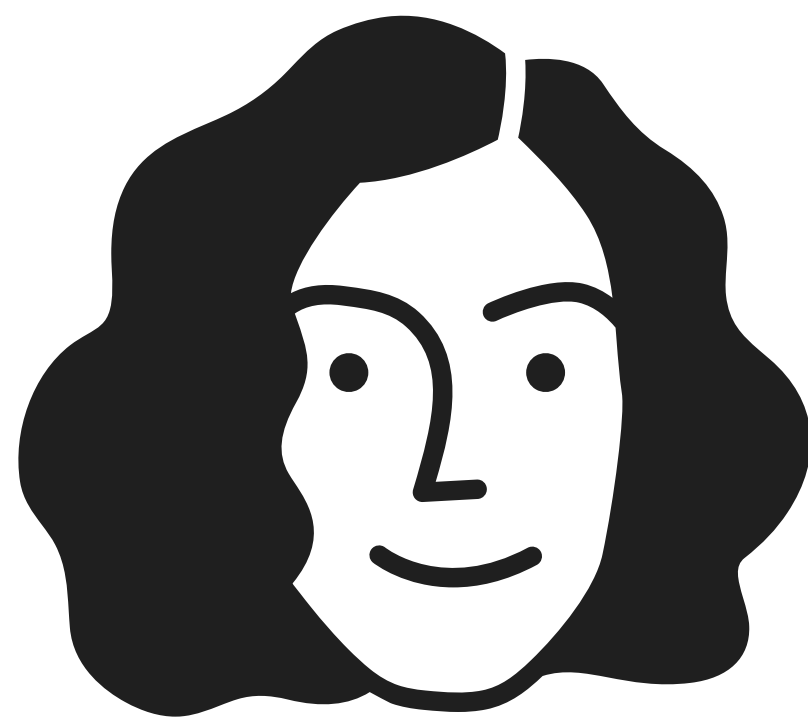
Thinks

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

HR support

including  
employees

training  
hours per  
employee



Persona's name  
Short summary of  
the persona

development

diversity

regular  
training

employee  
retention

development  
and its ability to  
innovate and  
adapt to  
changing  
business needs

financial  
impact of  
HR  
initiatives



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?