



Says

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



Thinks

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



Persona's name
Short summary of the persona

measure employee loyalty and satisfaction

minimise recruitment costs

improves strategic role of HR department

predict potential growth of organization

predict future business growth

It provides qualified employers

Helps individuals who needs extra attention in the team

Measure leading HR indicators of business performance

Key to decreasing lead time of the work

Vital to top rating candidates

Establish clear goals and metrics

Boost HR department's efficiency

Makes communication easier

Lack of clarity and alignment

Learning relaxation techniques

Shows how satisfied the employees



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?