



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?



Talent
Management

Relevant
and
actionable
KPIs

Align KPIs
with
strategy

Collect and
Analyze
Data

Communicate
and act on
insights

Monitor and
evaluate
progress

Surveys

Feedback

Interviews

Profit
margin

Revenue
per client

customer
satisfaction



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?