



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?



HR professionals are collaborating with other departments to implement talent management strategies.

Balancing the needs of employees with the company's objectives can be challenging.

They are saying thing's like "we need to improve our employee retention rates" or "let's track our recruitment costs more closely.

HR professionals are thinking about the need to effectively manage talent within the organization.

Concerns about employee morale and engagement are on their minds.

HR professionals are likely hearing feedback from employees through surveys, performance, reviews and exit interviews.

They are seeing data and metrics related to turn over rates, recruitment efforts and employee engagement

Identifying areas for improvement in talent management can be a pain point.

They are actively collecting and analysing data, creating reports and dashboards.

They may feel pressure to retain top talent and attract the right candidates.

Achieving talent management goals can contribute to the overall success and growth of the organization.

HR professionals may feel overwhelmed by the amount of data they need to manage.



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?