



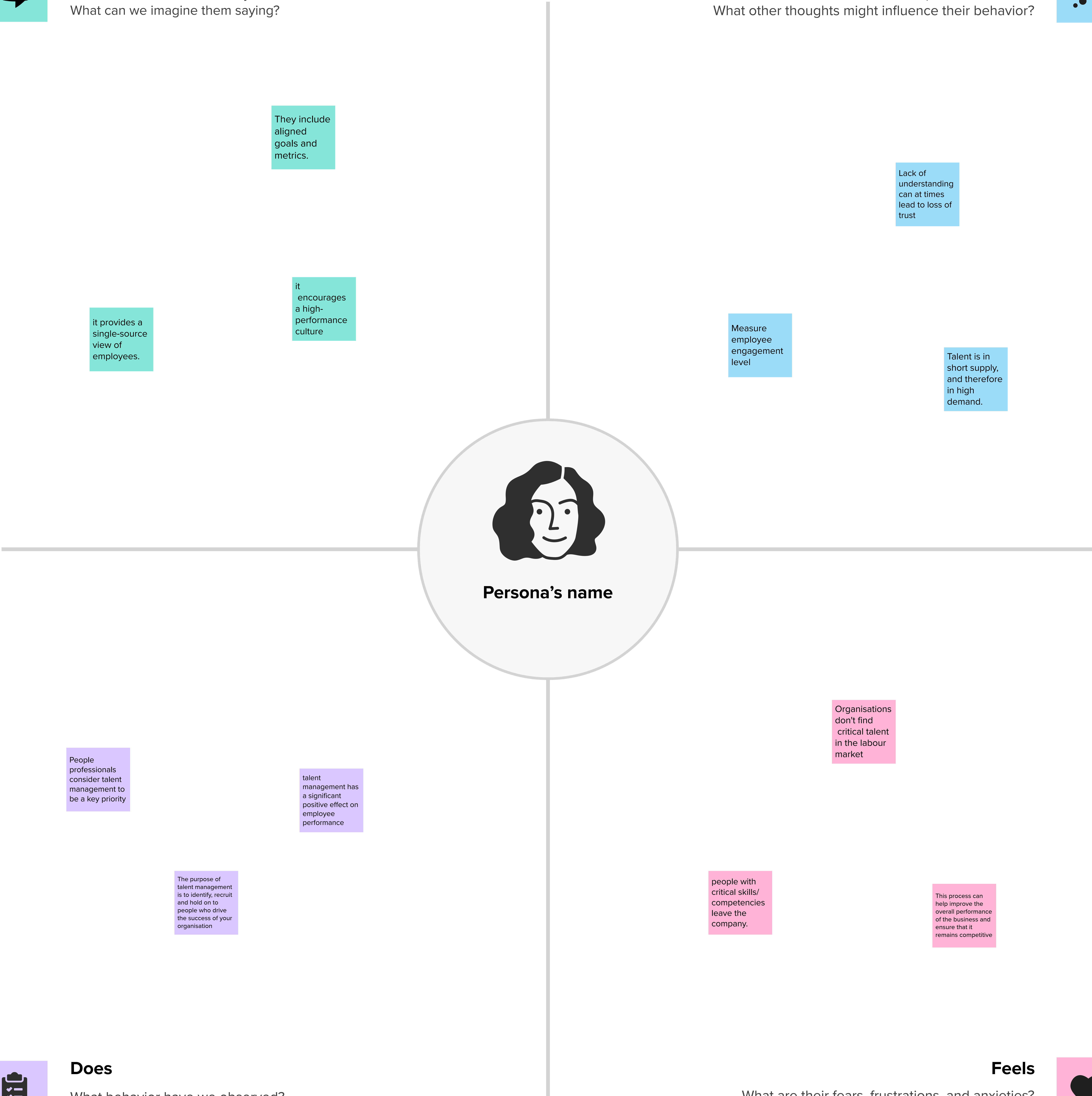
Says

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?



They include aligned goals and metrics.

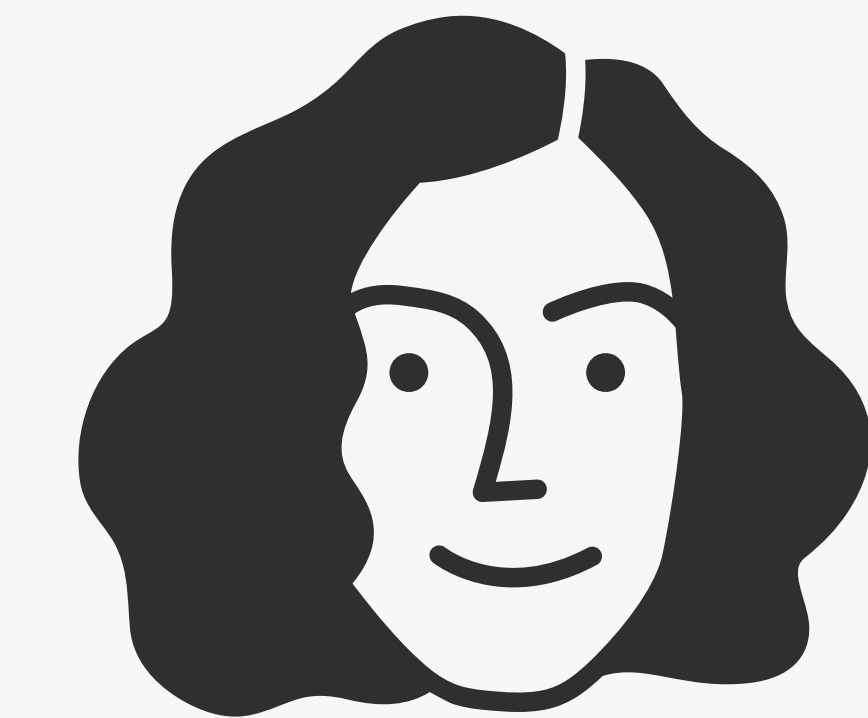
it provides a single-source view of employees.

it encourages a high-performance culture

Lack of understanding can at times lead to loss of trust

Measure employee engagement level

Talent is in short supply, and therefore in high demand.



Persona's name

People professionals consider talent management to be a key priority

talent management has a significant positive effect on employee performance

The purpose of talent management is to identify, recruit and hold on to people who drive the success of your organisation

Organisations don't find critical talent in the labour market

people with critical skills/competencies leave the company.

This process can help improve the overall performance of the business and ensure that it remains competitive



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?