



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?

Measure the success and impact of your recruitment process and talent management

Talent mobility measures the movement of people in business,throughinternal promotion

Track the health of their workforce to become more efficient

Effective employee retention tends to signify a more engaged workforce, often resulting in better productivity.

Employees see potential aspirational career paths in front of them

Give adequate training



Inadequate compenation

Tracking your employee turnover rate

High potential talent

Poor workplace culture

Tracking whether the average age demographic of your workforce is increasing

Identify strengths and weaknesses of 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?