



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?



Nancy Drew

is a mid-level professional in her late 20s working in the IT sector. She's ambitious, always seeking opportunities for career growth and skill development. Sarah values recognition for her hard work and innovative ideas. She's eager to contribute to her team's success and hopes for a workplace that nurtures her potential.

We need more transparent performance evaluations.

I wish there were clearer career growth paths.

There should be better opportunities for skill development.

I hope my hard work gets recognized by the management.

The company culture should be more inclusive and diverse.

They want to advance in their career and achieve personal growth.

They dream of a workplace where their innovative ideas are acknowledged.

They need a fair and unbiased performance assessment process.

They believe that continuous learning is essential for staying competitive.

They hope for a supportive work environment that values their contributions.

Actively participates in training programs and workshops.

Takes the initiative to suggest process improvements.

Collaborates with colleagues to accomplish team goals.

Seeks feedback from peers and superiors to improve performance.

Explores external opportunities when feeling undervalued.

Fears being overlooked for promotions or important projects.

Worried about the potential bias in performance evaluations.

Frustrated by the lack of clear communication about career paths.

Tired of the absence of work-life balance.

Anxious about the uncertainty of job security.



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?