

Says

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



Thinks

Adopting more sophisticated talent management systems

Viewing talent management as a competitive advantage

Turning raw data into actionable knowledge

offers
strategic
insight,
combined with
leadership

Crafting a successful talent management strategy

talented
workforce is
attracting the
right
individuals



Persona's name

Short summary of the persona

drive continuous improvement.

Training participation rates

Key metrics include goal achievement rates

Transparent performance management systems enable regular feedback

accurately defining success in the context of talent management.

the company's overall performance and competitiveness



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?

