



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?

We need to ensure our talent aligns with our organization's goals.

Pressure to deliver measurable results in talent management.

We have to find the best talent and retain them

Our talent management strategies should be data-driven.

The need to balance short-term hiring needs with long-term talent development goals.

A desire to create a positive and engaging work environment for employees.



Persona's name
Short summary of the persona

Conduct talent assessments and skills gap analyses.

Design talent development programs and succession plans.

A strong desire to demonstrate the positive impact of talent management on the company's success.

A sense of responsibility for the career development and satisfaction of employees.

Collaborate with hiring managers to identify top talent.

Pressure to continuously improve talent management processes.



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?