



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example



"Can the Tableau HR Scorecard align with our strategic objectives?"

"Will the Tableau HR Scorecard help us measure success effectively?"

"Is HR paying attention to our career aspirations?"

Anxious about talent retention and development.

Pressure to deliver results and maximize workforce potential.

"Is HR paying attention to our career aspirations?"

"We want opportunities for growth and recognition.

: "We need better insights into our talent management strategies."

"We need HR to drive our business success through talent management."

: Evaluates HR analytics solutions, considers Tableau's impact on ROI.

Researches HR analytics tools, considers Tableau, and seeks budget approval.

Attends training, communicates goals with HR, and provides feedback.



Does

What behavior have we observed?
What can we imagine them doing?