



**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?

What does talent management mean?

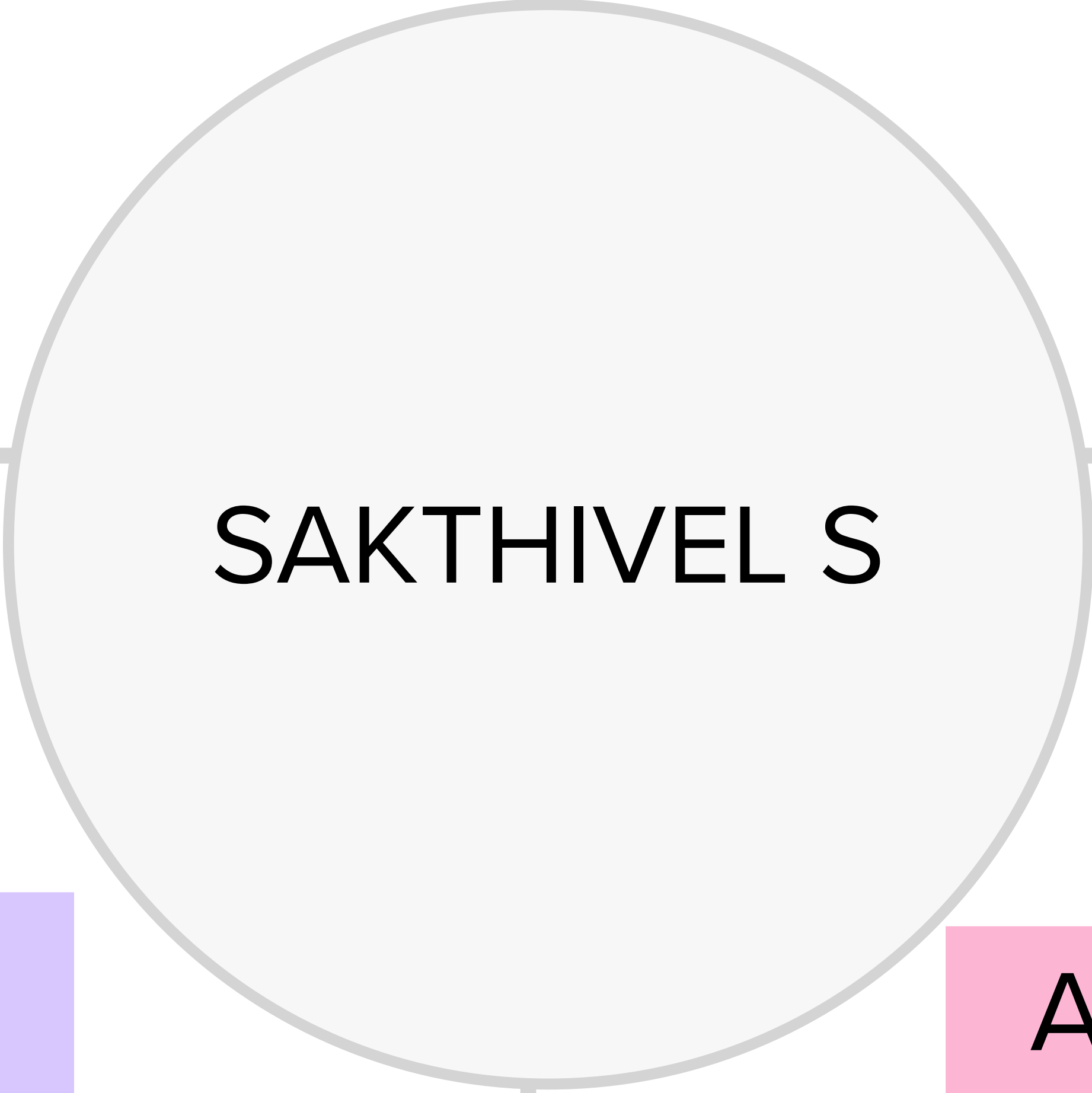
An example of talent management

Put simply, talent management means investing in an organization’s most important resource – its people

To this end, employers may recruit candidates with highly desirable skillsets

Real-life examples of talent management happen every day

Consider, for instance, an apparel retailer that wants to transition its business model from simply supplying clothes to delivering customers a truly service-based experience



Businesses that take the time to develop their employees and keep them engaged tend to be innovative and profitable

Conversely, those that are unable to source or retain talent generally have poor customer satisfaction and limited growth potential.

Align talent goals with larger business objectives

Fulfill employee expectations and deliver on hiring promises

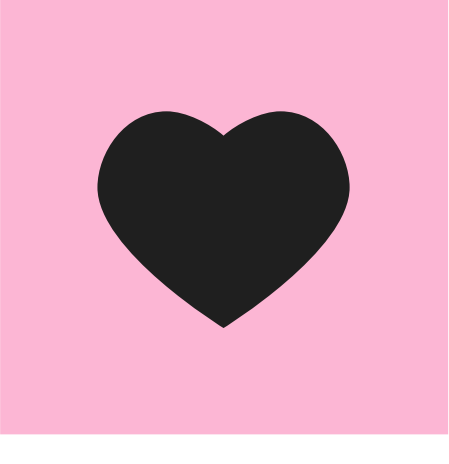
Why is talent management important?

What are some key components of talent management?



**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?