



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?

Efficiency of
HR
department

Measures
employees
loyalty and
satisfaction

Intellectual
potential of
the
company

Customer
Perspective:
•Customer
satisfaction
•customer Retertion
•Market share

Financial
Perspective:
•Revenue
•Expenses
•Net Income

Learning/Growth
perspective:
•Employee satisfaction
•Employee Skills
•Employee Education



Internal process
perspective:
•Inventory
•Orders
•Quality control

Improves
Overall
Performance
Of the
Organisation

Develop a
Talent
Management
Culture

Define
Predictors Of
Outstanding
Performance

Map Career
Paths To
Enhance
Development

Increases
Revenue
Per
Employee



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?