



Says

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

"I want a mechanism for describing and measuring how people and people management system".

"I need to clear and measurable goals for your talent management initiatives such as increasing productivity".



Thinks

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

Thinks are analyze key performance indicators related to workforce planning, recruitment.

Thinks are internal and external customers of HR services, including employees.



Persona's name
Short summary of the persona

This perspective evaluates the organization's investment in employee development and its ability to innovate and adapt to changing business needs.

This perspective assesses the effectiveness and efficiency of HR process.

Feels are KBI's such as employee engagement, manager satisfaction with HR support.

I feel organization's investment in employee development and its ability to innovate and adapt to change business.



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?

See an example