

## 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?

Opportunity and path for growth.

Skill Refinement.

Clear and constructive feedback

Career Concatenation Planning of structure

Internal
Promotion and
employee
turnover

Recruit the high potential employees.

is that effective?

This is more strategies and smart work.

Create a strong employer brand

Finicial reward for achieving the target.

Punctuality

and make

the good

Profit

et.

Promotion

Promotion and remunerate the employee so they feel motiveted.

Laking a define opinion

Complexity

Curious
about
presentation

Permanent job

Prefection for work place.

Does

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



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



**Feels** 



Persona's name

Short summary of

the persona