



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?



Persona's name  
measuring success  
in talent  
management

You can use surveys, feedback, interviews, or focus groups to assess how your employees feel about their work, their managers, their colleagues, and your organization

You can also measure indicators of engagement and satisfaction, such as retention rate, turnover rate, absenteeism rate, or employee referrals.

Having your team be advocates can save you upwards of 25% in resource sourcing new talent.

i want leaarn about this

do i really need it ?

Am i forgtrtting something

Simply spreading word of mouth is one of the powerful ways to attract new talent

\* Number of successful internal talent moves (lateral, across functions) - which measures job rotation

You can also measure the effectiveness of your talent development programs, such as mentoring, coaching, or leadership development, in preparing your talent for future roles.

Development is the process of enhancing the skills, knowledge, and competencies of your employees. You can use metrics such as performance reviews, feedback, ratings, goals, or achievements to assess the performance of your employees.

You can also use metrics such as learning hours, completion rates, satisfaction scores, or skill gaps to assess the development of your employees.

\* Number of successful internal talent moves (lateral, across functions) - which measures job rotation



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?