



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?

Workforce
success

I want
somwthing
she'll find
easy to ride

Workforce
mind-set &
culture

Workforce
competencies

This prespective
assesses the
effectiveness
and efficiency
fun

An organization
Balanced
scorecard,Best
practices in
strategic HRM



Employee
and Manager
Self Service (
ESS & MSS)

Attract the
right people,
right from
the start

HR manager
monitor the
states of the
job markets

Streamlined
HR
Processes

Career
Development
& succession
planning

Talent
acqisition
find the right
people



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?