



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?

focusing on surveys
,feedback,interviews
about their work.

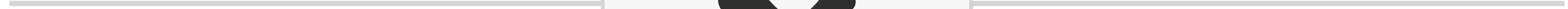
indicators of
satisfication

measuring
indicators of
engagement

Talent
pipeline

Performance

Succession
planning





Persona’s name
Short summary of the persona

Talent
management

Strategy

Leadership
development

Perception

metrics

Employer
brand

Reputation



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?