



**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?

search for  
attraction and  
requirement

think about  
flexibility

talent  
education and  
developement

search for  
adaptation  
of qualified  
personnel

abut success  
planning

about  
providing  
opportunity



jjj

**TALENT MANAGEMENT**

Done  
internal  
talent  
assessment

feel like total  
reward

more  
competencies

review  
meeting

Employee  
cmpensation  
benefits

Performance  
management



**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?