

## Says

What have we heard them say? What can we imagine them saying?

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



**Thinks** 

Increase efficiency

Have a good planning leads to success

Must have employee satisfaction

Employee can

achieve their

goals without

fail

Enhances personal skills Innovating ideas

Maximize the employee productivity



Persona's name

Short summary of the persona

Have the right people with the capabilities needed for current and

future organizational

success

Performance reviews, feedback, ratings, goals or achievements to access the performance of your employee

Curiosity

Establishing self evaluation

Gives credibility



## 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? See an example



