

Says

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

Gives structure to the strategy

Makes it easier to communicate the strategy.

Connects every HR employee to organizational goals.

Improves performance reporting.

Facillities better alignment.

Brings structure to business strategy.

> Persona's name HR

Ensure your EVP aligns with company

values.

Keep reviewing and adjusting.

Assess

employee

experince.

your

Communicate as you change.

Pin pointing HR deliverables. **Thinks** 

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

To generate reports that allow you to see how performance is trending overtime.

To help reduce turnover.

A success full talent management strategy aligns employee enagement.

To help you understand how the business is performing.

Talent management is a strategic.

> Financial perspective.

Customer perspective.

Learning and growth perspective.

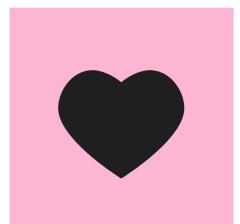
Internal process perspective.



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?



**Feels** 

