



Says

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

Ideal place to work

What is key job qualifications?

what is key job responsibilities?

Attract suitable candidate from employee group

Selection based on best performance

Selecting and Attracting Talent from employee group

Thinks

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



They need Branding Strategy

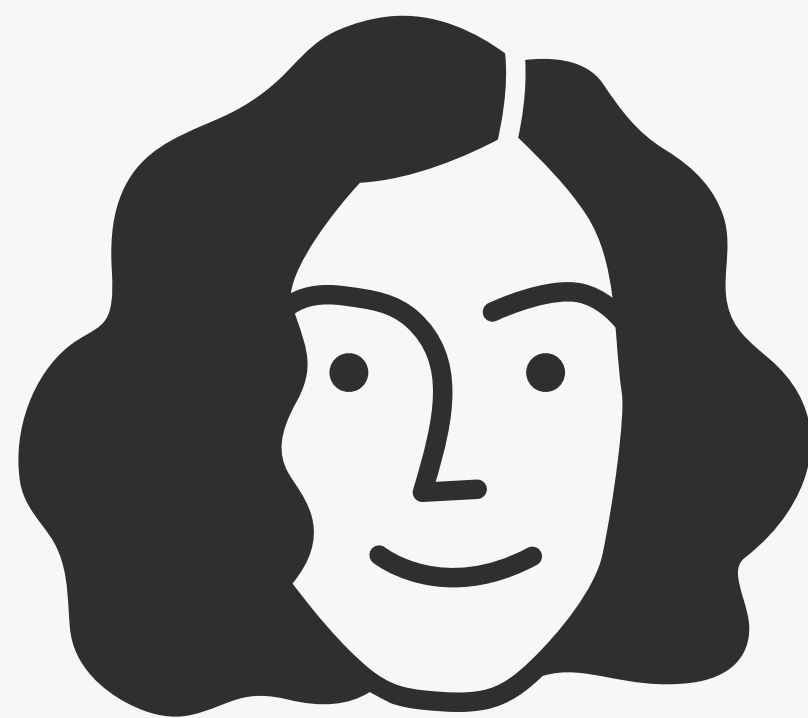
Organizational goals

Thought is to retain excellent talent

Contingent Compensation

What is engagement & culture?

How to create high-performance work culture?



Persona's name
Short summary of the persona

Ask for job qualification

Ask for job responsibilities?

Practice for Talent management

Performance management policies

Train employee to perform highest level

Assign more responsibilities

They felt Overwhelmed

Ability to innovate

Effectiveness of onboarding

Satisfaction with candidate experience

Focus on financial impact

Does they achieve goal of their Project?



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?

