



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?

knowledge

skills

working time

maturity

experience

intelligence

salary
increment

promotion



planning

organization

attracting talent
is all about
branding your
company as an
employer

motives others
to grow up

directing

coordinating

employees need to
continue feeling
that the company is
enjoying meaningful
place to work

the development part
of the model involves
taking steps to help
talent grow wth in
company
Feels



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?