



**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?

**TRACK KEY  
HUMAN  
RESOURCES.**

**MEASUREABLE  
TURNOVER**

**INCREASE  
PROFIT  
MARGIN.**

**ANALYSE  
FINACINAL  
STRATEGIES.**

**SHIFT  
ANALYSIS.**

**SET DAILY  
TARGETS  
FOR STAFF.**



**HR SCORECARD**

**FRIENDLY STAFF  
MANAGEMENT.**

**MAKE USE OF  
BYPRODUCTS.**

**ASSESS  
EMPLOYEE  
PERFORMANCE  
EVERY MONTH.**

**AFFORDABLE  
SALARY FOR  
EMPLOYEES.**

**IDENTIY GROUP  
LEADERS WITH  
ORGANISATIONAL  
SKILLS.**

**IDENTIFY  
REASONABLE  
PROFITS  
THROUGH OTHER  
RESOURCES.**



**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?