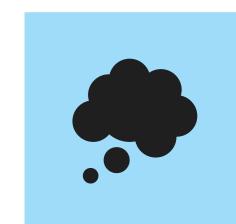


## Says

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?



Employee engagement,retentiton rewards strategies

Identify business metrices and measures

Source, recitment advertising

Define the employer value proposition

From your stategic HR team

Workforce planning

Identify, attract & select talent in an effective recuring process

Manage learning out comes, achievements and rewards



Persona's name

Short summary of the persona

Measures training effectiveness

Offer appropriaate& varying learning chanels

Actively match top talent to critical roles

Leadership asement& evalution

Proffessional development and leadership development

Goal alingment

Employee comensation Pay for performance



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties?

