



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

From your strategic HR team

Workforce planning

Source,recitment advertising

Define the employer value proposition

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 chanel

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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?