



**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?

Businesses become employers of choice and attract talent organically by making their brand a central component of their talent strategy.

Continuous strengths-based coaching helps employees develop skills and reach their full potential, thereby increasing efficiency

Use analysis tools, prescreening questionnaires, skills tests and interviews to narrow the list of candidates and make an offer

Keep teams connected and focused with engagement tools that help identify potential retention risks and retain top performers.



ADP recognizes these pillars of a successful talent strategy:

The talent management model

Create succession plans that allow employees to advance their careers when openings become available

Align talent goals with larger business objectives

What are some key components of talent management?

Fulfl employee expectations and deliver on hiring promises



**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?