



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?



SNEKA
Measuring success
in talent
management

"I Wish there
were more
growth
opportunities."

"I wonder if
my skills are
being utilized
effectively."

"Value
feedback
from my
managee."

"A supportive
work
environment
is important
to me."

"Am I on the
right career
path?"

"I hope my
hard work
gets
recognized."

Seeds
additional
training and
development

Participate
in
mentoship
programs

Provides
feedback
doring
perfomance
reviews

FRUSTRATION
ABOUT A LACK
OF CAREER
ADVANCEMENT.

Anxious
about
performance
reviews.

Satisfied when
they receive
opportunities
for professional
development.



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?

 [See an example](#)