



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?

Measures employees loyalty and satisfaction

May Get Discarded.

Brings structure to business strategy.

Intellectual potential of the company

Information Flow

Good Alignment with Project Initiatives



measuring intangibles is difficult

without imparting a degree of subjectivity on the part of HR staff

Facilitates better alignment

It needs buy-in from leadership to be successful

Connects the individual worker to organizational goals

It can get complicated.



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?