

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?



Expresses the imporatance of clear communication between HR and employees.

Seeks

carreer

opportunities for

advancement and

progression.

Discuss the need for a comprehensive HR scorecard to measure talent management success.

> Talks about the correlation between employee productivity.

engagement and

Consider how well the HRE strategies align with the company's overall goals

Thinks about the impact of technology and data analytics on talent management.

Shares thoughts on improving recruitment strategies for attracting top

talent

Actively

programs.

participates in

employee training

and development

contemplates the connection between employee satisfaction and business outcomes.

Reflects on the need for ongoing learning and development.



Persona's name

Short summary of the persona

feels motivateded when the their efforts contribute to acheiving organizational goals.

Feels valued when the company ivests in their growth and development.

Collabrates with HR to provide feedback on the recruitment process

Feels positive about a work environment that promotes diversity and inclusion.

when leadership demonstrates a commitment to employee well-

Feels inspired

See an example

Utilize data and analytics to make informed talent related decisions.

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?

being.