**Persona Template**

Persona Name:

*(Who is this person?)*

Background:

*(Job title, experience, career path, qualifications)*

Goals and Objectives:

*(Think about their appraisal as well as their overall career goals)*

Typical Objections:

*(What might be their reasons for saying no or not yet?)*

Challenges:

*(What challenges do they face at work, what could be barriers to their success)*

Communication:

*(How do they like to be communicated with, what are their preferred channels)*

What do They Value and How Can we Help Them?

*(Which USPs are going to be most relevant? What can you offer in your service to add most value?)*