**Identify Personas**

*Directions: Use this process to help shape different buyer and user personas, archetypes that represent a portion of your buyer/user target customers. This will help you empathize with their various perspectives and personal motivations to help frame the value proposition, prioritize features, and/or create sales enablement materials.*

1. Start with your most common buyer or user.
2. Brainstorm what you know about each of them (ie who is typically in this role, what are their biggest challenges).
3. Name the personas.

**Use the following questions to help with creating clearly defined personas for both buyers and users (questions are in no specific order):**

1. What is their role?
2. What’s their professional experience?
3. What’s professionally gratifying about their work?
4. What’s personally gratifying about their work?
5. What motivates them in their job?
6. What do they rely on to do their job (eg tools, peers, systems)
7. What’s frustrating about their job?
8. How do they feel at work?
9. Where are they at risk?

**Example: Buyer Persona**

Name: Comfortable Successor

| What is their role? | CEO |
| --- | --- |
| What's their professional experience? | 30 years, C Suite experience, has known he's a successor for a long time. Worked at large org. |
| What is professionally gratifying about their work? | Affirmation, steady promotion |
| What's personally gratifying about their work? | Intellectual stimulation, stability |
| What motivates them in their job? | Desire to fulfill expectations |
| What do they rely on to do their job? (e.g. tools, peers, systems) | Peer perspectives, advice from trusted colleagues, professional cohorts |
| What's frustrating about their job today? | Isolation / lack of true peers, hard to get new ideas |
| How do they feel at work? | Likely to bring bias/old thinking to decisions |
| Where are they at risk? | Confident, comfortable, sometimes complacent |