

Why develop an employee persona?

Employee personas allow HR to keep the unique needs of different employees front-of-mind when deciding how to create and update initiatives across the business.

For instance, if your company is introducing a new learning and development initiative, you might want to consider what two different personas might want out of it.

An ambitious employee who is hungry for promotion – let's call this persona 'the mountain climber' – might want to develop their people management skills, while a more junior employee keen to diversify their skillset – 'The Sponge' – might wish to focus on technical training.

By understanding and mapping out these personas, HR can take a more strategic approach to boosting employee engagement.

QUESTIONS TO CONSIDER:

As you develop your employee personas, consider the questions below to help you zoom in on the wants and needs of different cohorts of employees:

- What motivates our people to turn up every day?
- What kind of work energises our people?
- How do our people like to learn?
- What role does work play in our employees' lives?
- How do we want our people to talk about the organisation?

Developing personas

Employee personas will look different at each organisation and will change depending on your company's culture, goals and sector. It's best to sit down with representatives of your organisation to develop personas to ensure you're catering for the diverse pool of talent in your organisation:

EXAMPLES:

The Mountain Climber

This employee is highly ambitious and motivated by opportunities to climb the ladder. They thrive in a fast-paced and energetic environment. They prefer to be given as much autonomy as possible and need to feel ownership of a project in order to give their all.



The Balancer

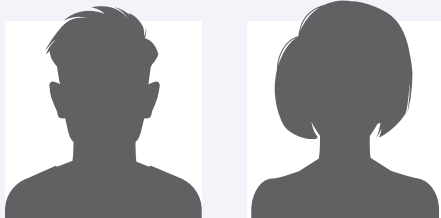
This person is a strong performer at work, but maintains strict boundaries between their personal and work life. They value and utilise your company's flexible work arrangements and work best under managers who offer clear guidelines and expectations of the work to be done.



The Sponge

This person is hungry for learning opportunities. They want to gain as much as they can from their time with your company and often put their hand up for opportunities to shadow colleagues or work on projects outside their usual remit. They thrive with a manager who offers plenty of guidance and mentorship.





Persona Title



MOTIVATION:

As you develop your employee personas, consider the questions below to help you zoom in on the wants and needs of different cohorts of employees:



Compensation

Promotion

Work-life balance

Learning/growth

OVERVIEW:



WANTS:



FRUSTRATIONS:



LEARNING PREFERENCES:



GOALS:



SKILLS:



VALUES:

