



**Says**

What have we heard them say?  
What can we imagine them saying?

Be more  
decisive  
about what  
you want

Accomplishing  
the goal of  
helping myself  
and others lead  
a better,happier,  
healthier

Some people are motivated by power, influence, and fame



**Persona's name**

Short summary of  
the persona

## Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Use navigation bar shortcuts to access recent records. And lists

Personalize the navigation bar for your salesforce

Wanting something. But then losing the motivation you need to make it happen

People often think we don't need to act until uncertainty is gone, but that means getting the problem worse in the mean time

Any career achievement or point of development in an employee's professional journey

You might make a plan to start your own company. This can require. An investment of money time or effort

Listening to a podcast that gave you new ideas and inspiration



## Does

What behavior have we observed?  
What can we imagine them doing?

I know that you're floundering around, trying. To grasp at any straw

To move forward in one's work or activity

It makes  
them feel  
unhappy or ill

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



 [See an example](#)