



Says

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

It's not about me, it's about the company. I want to know what the company is doing for me, not just for the company.

Our company is not just a company, it's a community. We want to make sure that every employee feels like they are part of something bigger.

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Thinks

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

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Persona's name

Short summary of the persona

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Does

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

[See an example](#)



Feels

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