



Says

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



Thinks

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

Let's have a
team meeting
to discuss our
goals

We're looking
for innovative
solutions to
this problem

We need to
meet our
deadlines on
this projects

Managers
appreciate
recognition for
their leadership
and contributions
to the organization

Managers often
want their teams to
succeed in
achieving their
goals and delivering
quality work

Many managers
aspire to advance
in their careers,
taking, on more
responsibilities or
higher level roles



Persona's name
Short summary of
the persona

They delicate tasks
timely decisions, even
in the face of
uncertainty, and take
responsibility for the
outcomes

Effective managers
communicate clearly,
both in providing
instructions and in
actively listening to
their team members .

Managers make
timely decisions
even in the face of
uncertainly, and
take responsibility
for the outcomes.

Managers may fear
that their team won't
meet their goals or
expectations, leading
to disappointment orr
potential
consequenses

Managers may fear
not receiving
adequate support or
resources from
upper management
to acieve their
objectives

Concerns about
job stability,
especially during
times of
organizational
change.



Does

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



Feels

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