



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?

Leadership

Persona’s name

Short summary of the persona

The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet.

Leaders see more than others, not just in terms of strategy and vision, but in terms of seeing potential and talent in the people around you.

Leaders set direction and help themselves and others to do the right thing to move forward. To do this they create an inspiring vision, then motivate and inspire others to achieve it

What you will feel when leading is that you are actually being lead, guided along by your people.



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?