Use Case 3: Building the Software Development Team

Clinical Research Center Software Development Team

Attracting the best candidates:

Eli (Developer)

1 The head of digital systems at a Clinical Research Center is trying to build her software development team and is having a hard time hiring. After a couple failed attempts, she decides to work with the CTSA's talent partner and access the user persona for the developer role (Eli Daniels) to see what they are missing. They are able to learn more about developer motivations, such as the importance of the team being able to create open source tools to share with other hubs. They also learn that the team feels under-supported in terms of project management and UX expertise. The head of digital systems works with her talent partner to re-write the job posting to highlight the commitment to open source technologies and communicate the scope of the work being done. In interviews the talent partner and head of digital systems refer to the motivators and goals of this persona to effectively communicate and "sell" the role to top candidates.

Other stakeholders in the hiring/resources discussion:

Carmen (Center Administrator)

2 The head of digital systems and the talent partner are sympathetic to developers' needs for support staff, but anticipate that their Center Administrator may lack the funds to budget for them. They consult Carmen's profile to learn about her motivators and goals, and keep these in mind before scheduling a conversation on this topic with their own Center Administrator. After engaging in a balanced dialogue, and learning from Eli's profile information and the candidates' requests, their local administrator shifts her fundraising focus to include more funds for development support staff.

Lindsay (Biostatistician)

Jim (Data Analyst)

3 The talent partner takes what she has learned from her experience with digital systems and performs a similar scan for support needs, using Personas, in the biostatistics and data analysis departments. She confers with their heads on strategies to hire more support staff in their areas.