



Says

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

Start by categorizing your expenses into broad categories like salaries, rent, utilities, marketing, supplies, and more.

Budget for mechanisms that allow you to collect feedback from employees, customers, and the community.

Use past financial records if available to analyze previous expenses. This can provide a baseline for estimation.

Think about how your expenses affect the customer experience. This might include investments in customer support, product quality, or user-friendly technology.



Does

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



Persona's name
BANKER

[See an example](#)

Thinks

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



: Allocate resources for employee training and development programs. Empowering your workforce through education can boost morale and productivity.

Recognize the importance of mental health by budgeting for employee assistance programs or wellness initiatives

Create a Budget: Develop a budget that outlines projected expenses for each category over a specific period

Feedback and Listening:

Budget for mechanisms that allow you to collect feedback from employees, customers, and the community. Act on this feedback to show that you value their input and experiences.

Feels

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

