

Payer Persona



Penny

The person with the \$ that pays for the engagement

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

Skeptical of coaching being helpful	Unfamiliar with "Agile" concepts	Has budget authority	Responsible for Team Delivery
Tech or Business leader	typically US-based	Does not have time to personally be involved	Believe they understand agile and the purpose of coaching
Thinks this should be "free" since becoming Agile is required	thinks their org is "unique"	Looking for Help	
Prefers "DIY" Agile frameworks	Classic management training / approach		

BEHAVIOR & ACTION FACTORS

Delegates a lot of "admin" things	Wants speedy results	Cost conscious	Want measurable results
Very busy, back to back mtgs	Obtains funding	Checks on progress	Compile and present good results to leaders
Provides updates on progress			

NEEDS & PAIN POINTS

High performing teams	Efficient use of resources	DevOps adoption	Budget cuts leading to smaller teams
Change in mindset of leaders	Reusability	Tools that enable	Customized approach to being coached
Teams not delivering	Missing deadlines	Lack of Transformation	Too many places to look for "help"
Outcome based / measurable coaching			

Journey

for

Behavior
Action

Needs
Pains

Touchpoints

Demographic
Psychological

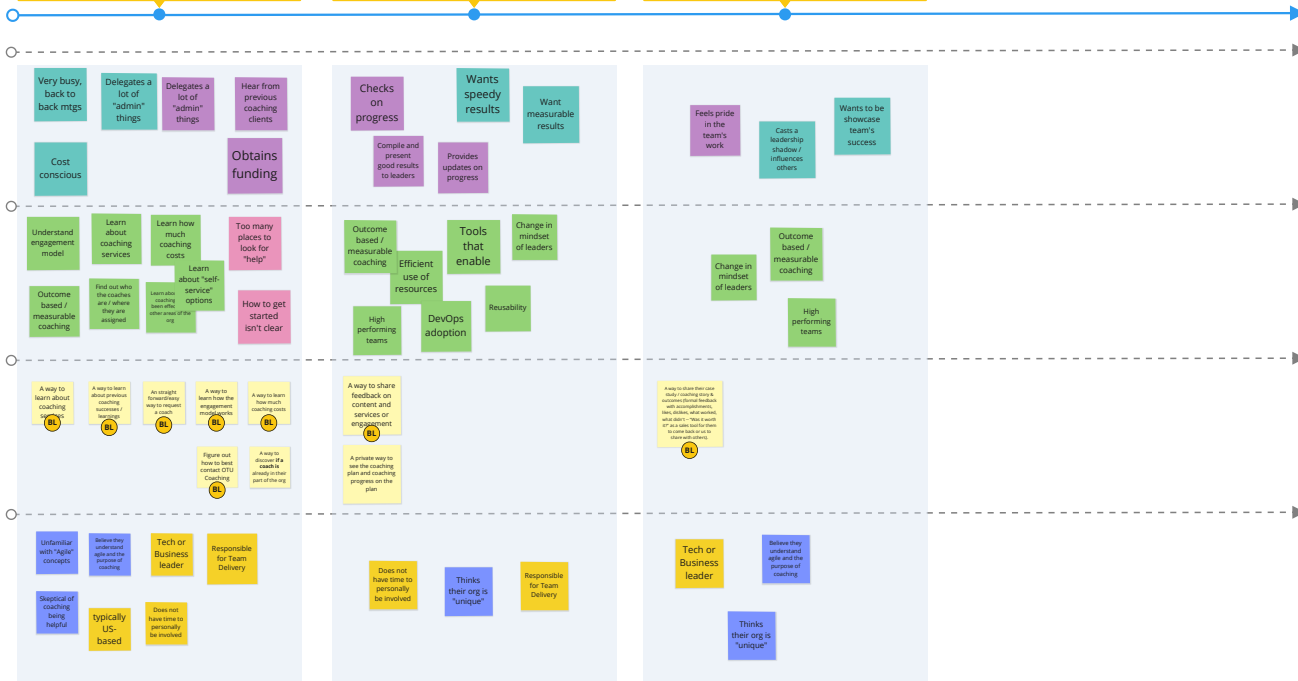
Mood

Mood Scale

1: Explore (Coaching Services)

3: Engage (a Coach)

4: Close (the Coaching Engagement)



Proto-Persona



[First Name]

[Role Description]

BEHAVIOR & ACTION FACTORS

DEMOGRAPHIC & PSYCHOLOGICAL FACTORS

NEEDS & PAIN POINTS
