



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?



Feels

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



Does

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

 [See an example](#)



Persona's name
Short summary of the persona

creates innovative

strategy & business planning

enable organisations and the individuals who interact with them to thrive

evidence-based solution

financial sustainability & income

diversification for voluntary sector

we predominantly work with organisations

who have a social mission including voluntary

organisational development & change

psychometric assessment

psychological research

a clever thought or plan