**Persona Team**

**About this persona**

Name? Background?

**Draw your persona here**



**About this tool**

Personas are fictional profiles, often developed as a way of representing a particular group based on their shared interests and needs.

Personas can provide a range of different perspectives, allowing teams to define and engage the different interest groups that may exist within their target market.

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**2 Gains**

Wants, needs, hopes and dreams

**4 Reality**

How do they achieve those goals today? Any barriers in their way?

**3 Jobs to be done**

What are they trying to do and why is it important for them?

**1 Pains**

Fears, frustration and anxieties

**Fear of losing good employees unexpectedly. To retain good employees.**

**Losing employees to rival organizations. To reduce unexpected rates of losing employees.**

**Not able to meet organization goals due to lack of employees. To be able to predict employee attrition so steps can to taken to**

**prevent it.**

**They are trying to prevent major employee attrition. Employee attrition is very unexpected and hard to predict on time.**

**This is important to them as high rates of employee attrition might Most of the time prevention actions are taken after its too late.**

**lead to a bad position in market, losing out to their competitors and**

**development of wrong culture in workplace.**

**5 Stories and observations**

Write down quotes or observations that best describe their experience

**Due to high and unexpected attrition organizations lose highly valuable employees.**

**After attrition rival organization have a chance to take in those employees.**

**They will lose valuable employee knowledge.**

**This also means more workload for the employees that stay.**

**This also wrongly affects the work culture of the organization.**

**6 Context**

Are there other factors that we should take in consideration?

**Employee attrition could be due to some management decision that was not favourable to some employees.**

**So by using attrition analysis one can predict employee attrition and take some action that may prevent it in time.**