

PERSONA: Name	ROLE	COMPANY SIZE:	INDUSTRY:
	Title:		
	Responsibilities:		
	Reports to:		
	How evaluated?		
<i>"Known For"</i> e.g. <i>"The Connector"</i>	STAKEHOLDERS	EXPECTATIONS	KEY SUCCESS FACTORS
DEMOGRAPHICS:			
Age:	CRITICAL ISSUE (What keeps them up at night?)		
Gender:	Issue:		
Education:	Impact:		
Family Status:	Who it Impacts:		
Tech skills:	CHALLENGES (Obstacles that fuel Anxieties/Fears/Stresses or block Goals/Dreams/Aspirations)		
GOALS :	GETTING THE JOB DONE:		
Personal:	How do they deal with challenges?		
	How do they make decisions?		
Career:	What information do they need?		
	Where do they get information?		
	What tools/resources do they use?		
	Who do they interact with?		