

STAKEHOLDER PERSONAS

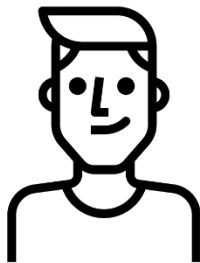
Why is it used?

Personas can help members of the team to share a consistent understanding of different stakeholder groups. It also helps to put a 'human face' on different groups. Remember to avoid stereotyping and recognize there are differences within each stakeholder group. Personas can be used to support other stakeholder engagement activities, such as empathy mapping.

Instructions:

As a group, develop a persona for the different stakeholder groups you have identified. Consider different aspects that might influence their ability to participate in or support your change initiative.

Example Persona:



Thom is 37 years old. He has worked at the organization for 10 years. He has recently been promoted to manager. He is married and has one child. He is a member of the union. Thom enjoys working for the organization and is well liked. At the moment, he feels he is overwhelmed by his new managerial responsibilities and is unsure of supporting any additional projects in his area.