

# Employee Persona Worksheet

An employee persona is a fictional profile that represents your ideal candidate. Employee personas should not be individual employees, but rather a research-based representation containing some demographic information. They are generalized characters that are fictional, but realistic.

## KEY DEMOGRAPHICS

What is notable information about this person? Age, location, education, background, experience, relationships, income, gender, etc.


## PROFILE OVERVIEW

Who is this person at a glance? What is their story? What keeps this person up at night? What does a day in their life look like?




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## ROLES + RESPONSIBILITIES

What does their role include, what is their level of seniority, and what do they consider their job?

## KEY MOTIVATORS

What are personal and professional goals?  
What do they value most?  
What drives decision making?

## CHALLENGES

What are 'bumps' in their road?  
What are challenges they face and pains bogging them down?



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## WATERING HOLES

Where does this person go for information?  
What are the sources, people, or places  
they look to?

## VALIDATIONS

What info helps this person make a decision?  
Surveys, testimonials, reports, research?  
How do they validate or feel confident about  
decisions?

## OBJECTIONS + FAQs

What are their most common objections  
to working for you?  
What questions do they ask? **Think: The  
questions your hiring reps get frequently.**



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## CORE PROBLEMS

Why does this persona come to you?  
What is the core of the problem or challenge they have?  
Be specific and think about any possible problem(s).

## SOLUTIONS + EXISTING ALTERNATIVES

What are various solutions or options that are available to this persona that will help fix their problem or challenge?  
***Think beyond your business.***

## YOUR DIFFERENTIATORS

What are value propositions that are unique to your business and will stand out to this persona?  
What do you do or provide that is important to them?



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# Content Ideas

How can your business talk about problems, questions, heistations, etc. this persona has?  
Brainstorm a list of videos, blogs, content, graphics, etc. that could help cover or address them:

# Questions To Ask

Below are examples of questions to ask current and prospective employees to gain further insight to your personas, their thought process, etc.

1. Tell me about yourself (personal demographics: age, marital status, children, level of education, race, career path, interests, proficiencies, etc.)
2. Where do you go for information? Magazines, online (what websites?), social media (which channels?), video, written content, podcasts, in person meetings / information, etc.
3. Why do you work where you currently work?
4. Who influences the decisions you make? Spouse, children, relatives, friends, networks?
5. What associations and social networks do you actively participate in? Why? What do you like about them?
6. What could we provide as an employer to help you solve challenges you face or help make your life easier?
7. What would make it a hard decision to come work for our company (prospective)? What would make it an easy decision to leave (current)?
8. What is your favorite thing about our company? What is your least favorite thing?
9. In your opinion what does (or doesn't) help our company set itself apart from competition?

**Remember that your hiring reps are an excellent resource to uncover the questions, concerns, and cares that your current and prospective employees have!**



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