

## 1 Identify your Persona

Choose and describe a key audience at your school by creating a persona. Give them a name and outline their demographics (age, family status, profession, nationality, etc.). If possible, base your persona on a real person you know. This ensures insights are grounded in real experiences rather than assumptions.

Name:

Description:

# Define Persona Worksheet

## 2 Select their Journey Phase

☐ **Pre-Purchase: Exploration & Research**

They're gathering information, weighing options, and imagining their future within the school community.

☐ **Purchase: Decision & Commitment**

They are making the final choice, enrolling, and are preparing for the transition.

☐ **Post-Purchase: On-boarding & Adjustment**

They are settling in, navigating expectations, and integrating into the community.

☐ **Advocates: Integrating & Participating**

They are fully engaged and either strengthening their connection or advocating for the school.

## 3 Get to know them better: What do their days look like and what brings them close to your school

### A day in their life

What does their typical day look like? What do they do for work and in their free time?

### Beyond Your School

What other communities are they part of? (Work, social clubs, sports, expat groups, etc.)

### Personality & Perspective

List some adjectives that describe their outlook and values. Circle the three that best align with your school's personality.

### Defining the Ideal School

What qualities do they believe define a truly great school?

### Common Ground

Which beliefs, priorities, or benefits of your school are most likely to resonate with them?

### Word-of-Mouth

When they talk about your school to others, what key qualities would they highlight?

# Empathy Map Worksheet

## What are they saying?

What are their Beliefs and attitudes?  
Have you overheard anything that reveals their beliefs or attitudes?

*\*Remember, what they say may not be exactly what they think or do*

## What are they doing?

Keep in mind your persona's Journey Phase. What are their current solutions and behaviors?

## Who

Name and/or short description:

Journey Phase:

## What

### Goals

What do we want this Persona to do?

What do they need to reach this goal?

### Positive Emotions

Aspirations, Benefits, and Hopes

### Negative Emotions

Worries, Frustrations, and/or Obstacles

## What other thoughts or feelings might influence their behavior?

Or, thoughts that may not be entirely positive or neutral but are still important to understand.

## How is their environment Influencing Them?

What are they hearing about your school from friends, colleagues, social media, or other sources? How do other schools position themselves in comparison? Does their place of work suggest schools? What else are they hearing or seeing about your school?

