Image

Name:

Bio:

1. Demographics:

Persona Age: ....
Job Title: ....
Job Description: ....
Years of Experience: ....

2. Descriptive Character Traits:

1. ....
2. ....
3. ....
4. ....
5. ....

3. Key Skills:

1. ....
2. ....
3. ....

4. Prominent Skills Gaps:

1. ....
2. ....
3. ....

5. Training Goals:

....
....
....

6. Typical Training Challenges:

....
....
....

7. Attitudes Towards Learning:

1. ....
2. ....
3. ....

8. Motivators:

1. .... ○ ○ ○ ○ ○
2. .... ○ ○ ○ ○ ○
3. .... ○ ○ ○ ○ ○
4. .... ○ ○ ○ ○ ○
5. .... ○ ○ ○ ○ ○

9. Learning Preferences:

....
....
....

10. Social Media Presence:

☐ LinkedIn   ☐ TikTok
☐ Facebook   ☐ Pinterest
☐ Instagram   ☐ YouTube
☐ Twitter   ☐ Snapchat