



CUSTOMER PERSONA WORKSHEET

WHO _____

WHAT _____

DEGREE _____

LIKES/DISLIKES _____

WHERE DO THEY HANG ONLINE? _____



ADDITIONAL NOTES

POWERED BY





CHRO

Reports to the CEO

Budget increasing in 2023

Everything is a high priority

Priorities in HR are verticalized

Smaller teams with greater visibility

CHRO SAMPLE PERSONA

KEY MOTIVATORS

Tying HR to business outcomes
People-centered business
Maslow's hierarchy of needs
but for HR

HOW TO HELP

Provide value based on motivations
Help me solve an immediate problem
Give me data, metrics, research
I can take to the C-Suite

THINGS TO AVOID

Making assumptions
Treating me as a lead
Making me feel unimportant

WHAT'S IMPORTANT TO ME

Internal respect and credibility
Reducing professional burnout
My personal life