



**PERSONA'S
NAME**

**GROUP
REPRESENTATION**

ABOUT

Add a brief description or relevant facts. For example,

- *tenured employee*
- *works in a business line that may be downsized or cut altogether*
- *does not support change effort*

THEIR IDEAL OUTCOME FROM THIS JOURNEY IS...

What is their ideal outcome from the change effort?

THEIR MOTIVATION FOR THAT IS...

What is their motivation for seeking the ideal outcome?

PAIN POINTS

Capture things like

- *what worries them?*
- *what would frustrate them?*
- *what do they feel like they are losing?*

