

How to create an employee persona

Employee personas serve as detailed profiles representing different segments of your employees, and therefore, it's essential to consider the range of demographics in your workforce. Consider creating five to seven inclusive personas using the following steps.

01 Collect your data

Start by gathering your research data, such as key visuals, insightful quotes, audio recordings, videos, and any employee analytics. Set up a workspace equipped with your persona templates, basic office supplies, and your research data. You may also reference existing personas, journey maps, or system maps as part of the process.

02 Define employee groups

Using your research data or existing segments, identify the different groups of employees, customers, or stakeholders that you intend to represent through personas. For example, you might create separate personas for working parents, entry-level employees, minority groups, etc.

03 Develop personas

Begin integrating your research data and insights into these personas. Ensure they appear genuine and relatable, not overly artificial or contrived.

General description

Name, age, gender, location.

Job description

What is their job title, and what are their responsibilities within the company?

Objectives

What are they looking to accomplish in the context of their work/career?

Motivations

What motivates them to give their best and stay engaged?

Challenges

What challenges do they face in achieving their goals?

Friction points

What are the points of frustration and dissatisfaction in their current employee experience?

Preferred communication tools

How do they wish to receive information?
How do they prefer to communicate?

Key feedback

What information has been gathered from interviews, surveys, or other sources regarding this persona's experience within your company?

04 Iterate and validate

Look for any gaps in your research and fill them in.

A best practice here is identifying real individuals who align with your personas. If you can't find any, conduct additional research to define these profiles better. Check also that your frontline staff endorse your personas and that they align with their experiences and expectations.

05 Follow-up

Check in at predetermined intervals, for example, quarterly, biannually, or annually.

You will ensure your employee personas are still accurate and reflective of the talent in your organization. Make changes as required to ensure the talent experience you offer is still relevant to your audience.