



TEMPLATE

Employee Personas



Employee Personas

What is an Employee Persona?

Employee personas are a way of understanding groups of employees at your company. They are profiles that you create to outline key characteristics of different groups with the goal of being able to better target and craft messages for those groups.

Why Do We Use Personas?

We should use personas in internal communications for a few reasons.

1. **We need to be better at creating targeted, personalized communications whenever possible.** Although all employees are still unique, knowing what groups and, therefore, personas employees roughly fall into can still help you be better at personalizing and targeting messages at scale.
2. **Personas also are key to empathy.** They work great when done in parallel with an empathy map. Empathy maps help you understand how employees might react to certain messages based on their situation and environment.
3. **Personas also help you understand what employees want and need on a detailed level.** For instance, it might tell you that your senior field managers need detailed communications that include the technical aspects of a change...whereas your hourly field techs need simplified and abbreviated versions of messages with the actions clearly called out based on their education level and the nature of their work.

Working together, empathy maps and personas will help you be better at guiding your target audience towards the desired action or objective behind the message. We often talk about the Do, Say, Think, Feel Approach—the idea that every message should have an objective of your employees doing something differently, saying something, thinking a certain way, or even feeling a certain way. Without empathy and understanding your audience, it may be difficult to activate employees towards that desired outcome.

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Cathy Communicator

- **Age:** 35
- **Title:** Internal Communications Manager
- **Income:** \$105,000
- **Average Tenure:** 5 years
- **Career Path:** Continued growth on internal comms team
- **Education Level:** Bachelors (sometimes Masters)

Empathetic

Strategic

Creative

Reliable

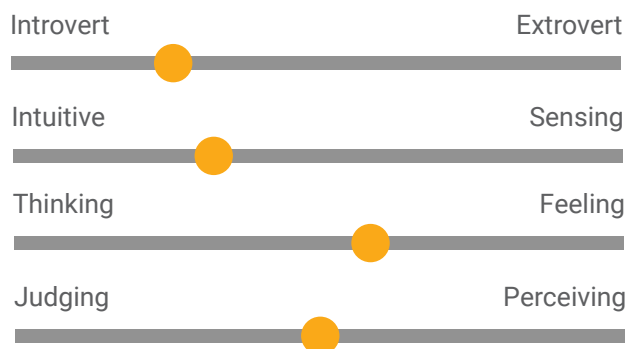
Bio: Cathy is an internal communications manager for a manufacturing company where she is responsible for all strategic communication to corporate and field-based employees. A natural empath, Cathy is motivated by understanding her audience and targeting messages to them. She is constantly striving to help others—which is both her greatest strength and largest source of frustration when she isn't given the resources/tools she needs.

Goals:

- Become strategic advisor
- Launch new channels to reach deskless workforce & revamp existing Intranet to meet deskbound team needs
- Achieve Internal Comms KPIs
- Contribute to top-level business objectives

“ I want a **seat at the table**. I need to prove my value by using my expertise and knowledge of communication strategy to help stakeholders across the organization achieve success.

Personality:



Tools & Resources:

- Channels: Employee App, Intranet, Email, Digital Signage, Printed Posters, Shared Kiosks
- Spanish-translation program
- IT support & Zoom for Town Halls & field calls
- Adobe Creative Suite & part-time designer
- Company videographer & editor
- Chief Communications Officer (c-suite champion)

Challenges:

- Lack of budget
- Small team (1-2 people)
- Leadership doesn't understand the value of video for executive communication
- Lack of clarity from leadership about what internal comms is and should achieve

Motivations:

- Helping others
- Getting to work in cross-functional teams and understand how all the pieces of the organization's strategy fit together
- Intrinsic motivation to achieve
- Desire to be valued by other stakeholders

About theEMPLOYEEapp

theEMPLOYEEapp was created by communications and HR professionals to address the challenges organizations face communicating with a dispersed and deskless workforce. theEMPLOYEEapp is an internal communication and engagement solution that allows workers to have fast and easy access to the information, documents, and resources they need to succeed in their work.

Our app allows you to target information to your employees when and where they need it on their smartphone, tablet, or computer, and empower leaders and frontline managers to engage and activate employees across the organization. Unlike most traditional communications channels, theEMPLOYEEapp creates a customized, branded experience for employees, encouraging your workforce to join together in a single, centralized channel.

Our Mission is to enable the effortless flow of meaningful information for organizations driven by frontline workers.

