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Questions To Get To Know Your Employee Personas



Employee Persona Prompts

Use these prompts to discover the traits of an employee persona. Start with a general idea of who they represent, then answer the questions below to build out their profile.

What is their name?

Male or female?

Where do they live?

How old are they?

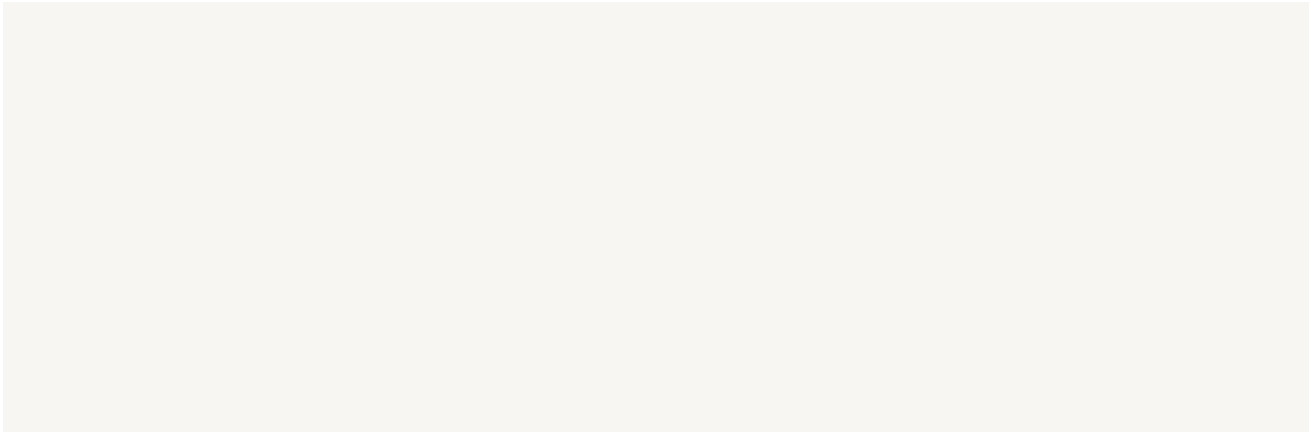
Do they have a family? How many children?

Describe their personality in 3-5 words

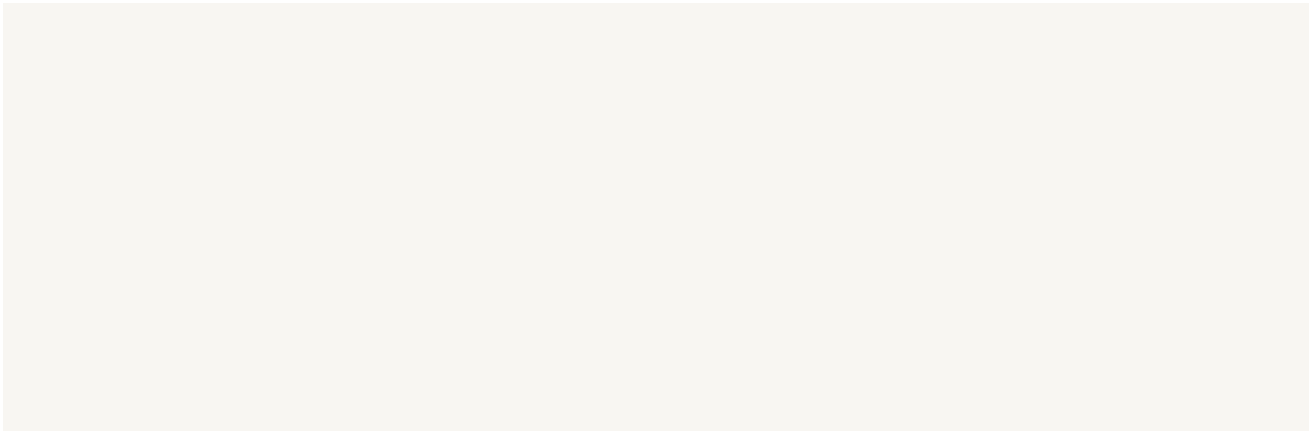
What are their values in life?

What do they do for fun and enjoyment?

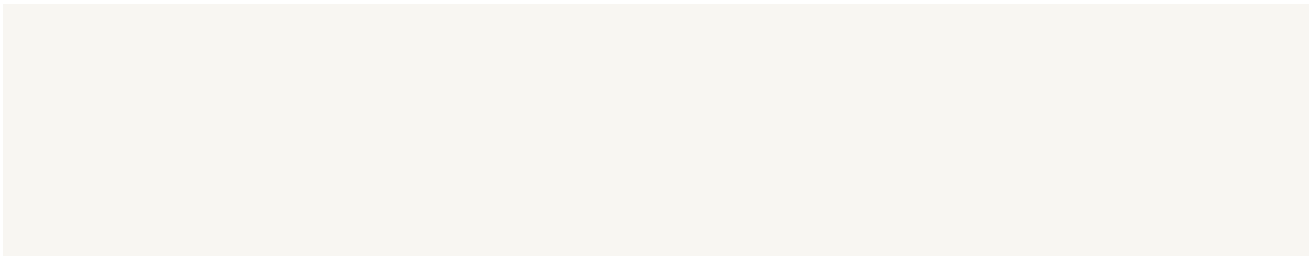
What do they do for health and fitness?



Do they live a healthy lifestyle? What could be improved?



What is their job in your organization?



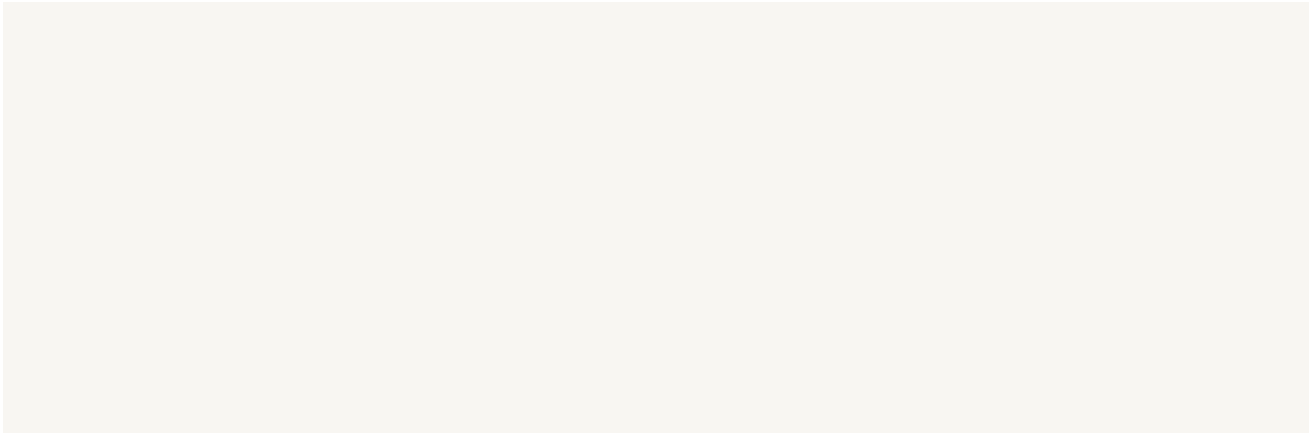
What are their typical work hours?

Where do they typically work?

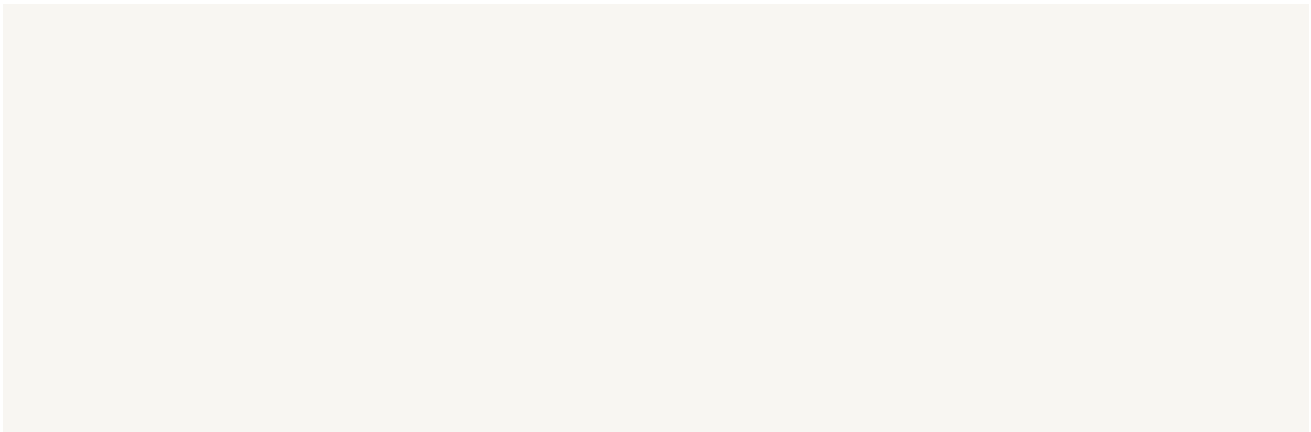
What are their priorities and responsibilities in life?

What are their struggles, challenges and pain points in life?

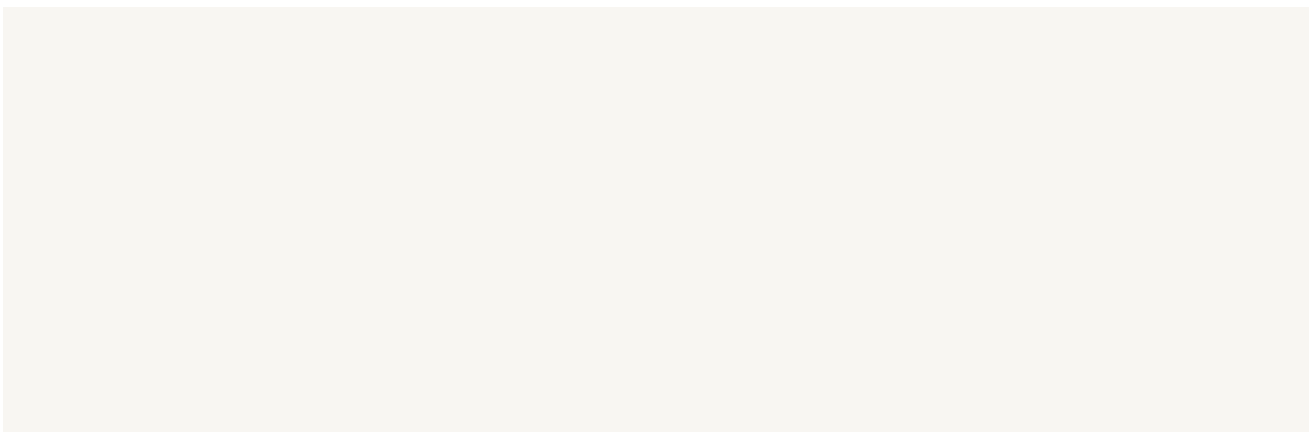
What are some unhealthy habits they've adopted?



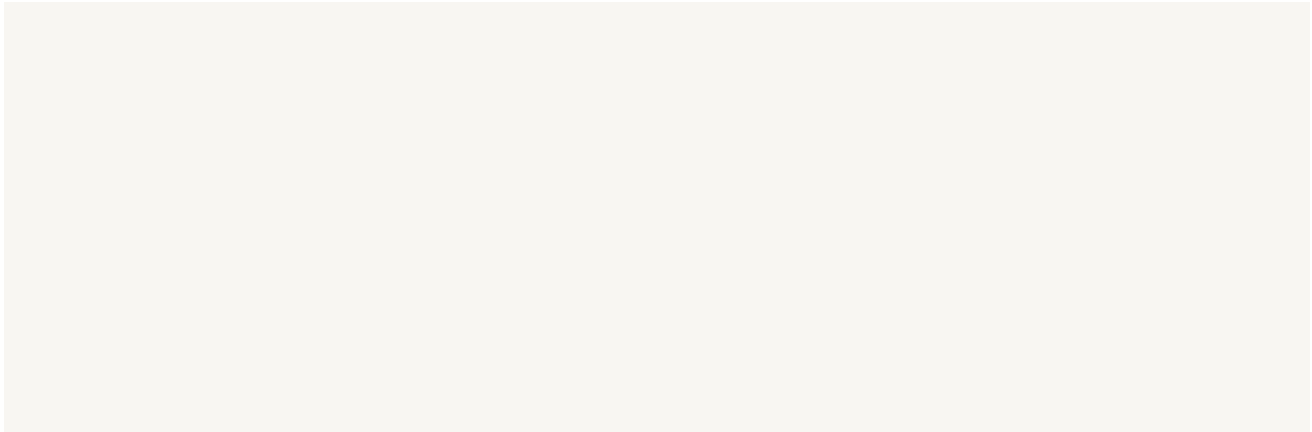
What are some of their fears and worries?



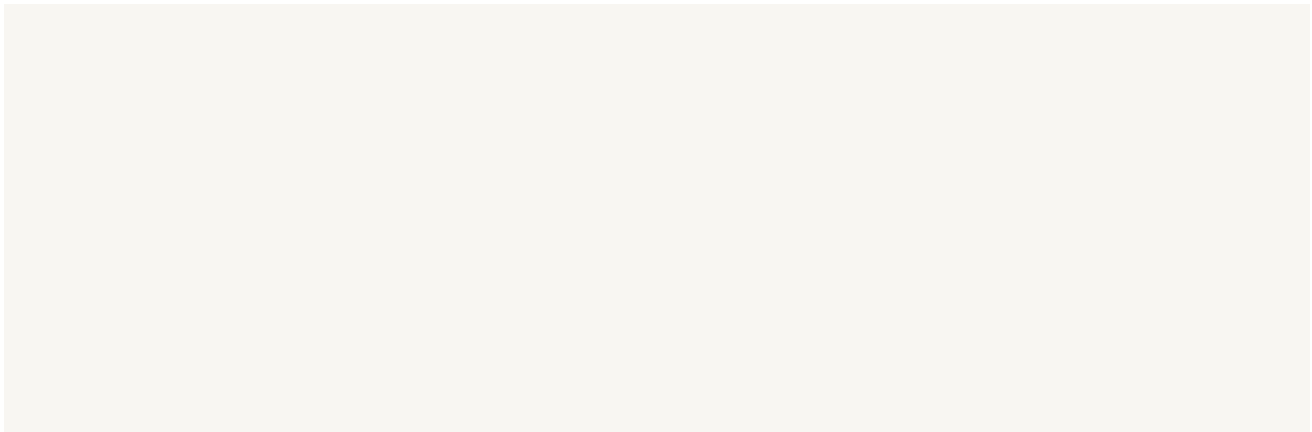
What do they want to learn more about?



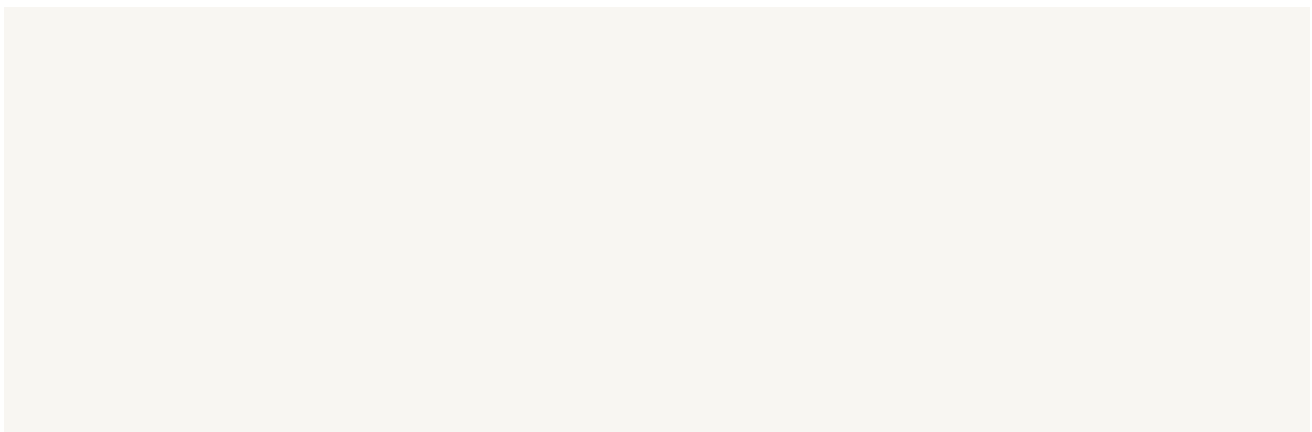
Are they tech savvy or technically challenged?

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What groups are they part of in your organization?

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How do they prefer to consume information? i.e. Read, watch, listen

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Do they prefer to learn as an individual or part of a group?

Are they a self-paced learner or prefer to be guided?

What's their level of knowledge of the well-being program?

What types of initiatives are they most likely to participate in?

Other notes about this persona.