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| Persona | *Description of the role (not title)* |
| Relevant Titles | *The range of titles that fit this persona* |
| Buyer role | *Their role in the buying process* |
| Responsibilities | *Their job responsibilities*  |
| KPIs (key performance indicators) | *How they’re measured* |
| Business motivators | *What are the positive or negative possible outcomes that they’re trying to achieve/avoid? (e.g., increase profitability and market share vs. avoid reputational damage)* |
| Personal motivators | *Likely career goals, financial motivators, etc.* |
| Business challenges (as pertains to your offering) | *Express as pains or goals* |
| Needs/imperatives | *These are changes that MUST happen* |
| External influencers (compelling industry events, competitive pressures, etc.) | *What issues are influencing their business (e.g., regulatory changes and uncertainty, etc.)* |
| Vision of Solution | *This is your messaging for this persona – how they would articulate the solution* |
| How do they research solutions? | *Examples – asking colleagues, online search, industry pubs (which ones)* |
| How do they go about change? | *How do they get the organization to get on board?* |
| What do they need to know to embrace change? | *What do they need to convince others, what goes into the business case?* |
| Who do they turn to for advice or information? | *Who are the thought leaders and influencers?*  |
| Who do they have to sell change to in order to get it? | *Who’s involved in the buying process? Do they need to convince a team of users or a reluctant IT department?* |
| What could cause the need for this change to lose priority? | *Examples: M&A activity, shifting regs, major economic downturn, huge windfall client, etc.* |