



TALENT PERSONA TOOLKIT

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YOUR GUIDE TO: BUILDING TALENT PERSONAS

Talent personas are a superpower when it comes to attracting great talent to your organisation.

Personas have been used successfully as a tool in marketing for many years. They allow marketers to take into account the feelings and emotions of their audience as well as their aspirations, behaviors, attitudes and buying habits to ensure they aren't marketing to a faceless crowd, allowing their strategy and positioning to be directly targeted at core customers.

However, identifying talent personas, you can identify the traits that your business and the role requires. Today candidates have an endless choice of which organisations they want to work for, so by getting to know your ideal candidates on a much deeper level, you'll be able to attract and engage those with the right skills and values far more effectively.

To create effective talent personas, you'll need a mixture of research, focus groups and surveys, all of which should be bespoke to your own organisation.

Your process should look something like the following.

Step one: Conduct market research

You'll need to do some market research to get an initial understanding of your personas. You can find many insights for both B2B, B2C and talent personas online, through blogs, press coverage and social channels. To find out how different tactics can be used to conduct market research, [check out this guide](#).

Step two: Host a workshop with your team

Once you've identified the roles and teams where personas will be most helpful, you'll need to organise a persona workshop, inviting team members who know the brand inside out. You'll ask them a series of questions to gain as much insight as possible. To discover what kind of questions to ask as well as how to run an effective workshop, we've developed a [step-by-step guide](#) to take you through the whole process.

Step three: Survey your potential employees

Conducting surveys is an excellent way to gather first-hand information about your personas. With their answers, you can fill any gaps and validate your research and workshop findings. You'll also get an understanding of the types of skills you are looking for. We've outlined the best tools to use to conduct your surveys as well as the questions you should be asking [in this guide](#).

Within this toolkit, you'll find talent persona templates and prompt cards to help guide you when running a persona workshop. Just print and cut these out and you're ready to go!

TALENT PERSONA TEMPLATE

Persona name:

Demographic/background information

Age:

Gender:

Marital status:

Family situation:

Geographic location/commuting distance:

Education level:

Career information:

Salary expectations:

Seniority:

Hopes and ambitions

What do they hope to achieve out their life and more specifically their career?

Day in the life of

What are they dealing with on a daily basis, both outside and inside of work that you can empathise with?

Pains

What frustrates this person in their current role and when applying for new jobs?

TALENT PERSONA TEMPLATE

Knowledge and learning

Where does this person go to learn generally and specifically about new roles?

Triggers

What would trigger this person to join a new company or seek out a new role?

Influencers

Who or what will influence them when it comes to their career?

Barriers

What might prevent this person from joining your company or seeking out a new role?

TALENT PERSONA TEMPLATE

Values and purpose

What does this person value most in life and when it comes to their career? What's their core purpose?

Core aims

Identify 3 or 4 core aims that matter most to your persona below.

Aims

What does this persona ultimately want to get out of their new role?

TALENT PERSONA PROMPT CARDS

1. BACKGROUND

Demographics: Social statistics about your ideal customer.

- Age
- Gender
- Marital status
- Family situation
- Geographic location/
commuting distance
- Education level
- Career information
- Salary expectations
- Seniority

Tip: Be specific enough that you can visualise, but not so detailed that you limit who this persona applies to. Choose a name here.

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2. A DAY IN THE LIFE

What are they dealing with on a daily basis, both outside and inside of work, that you can empathise with?

Examples:

- Office based
- Working remotely
- Applying for new roles
- Online courses
- Communicating via email
- Managing a team
- Juggling work/family life
- Time poor

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3. HOPES AND AMBITIONS

What do they hope to achieve out their life and more specifically their career?

Examples:

- Job satisfaction
- Work/life balance
- To be at the top of their career path
- Good salary
- Flexibility and benefits
- Company culture

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4. PAINS

What frustrates this person in their current role and when applying for new jobs?

Examples:

- Job application process
- Lack of good roles
- Salary/benefits not clear on application
- Lack of flexibility in current role
- Lengthy interview tasks
- High workload
- Pressure from current senior team

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5. KNOWLEDGE & LEARNING

Where does this person go to learn generally and specifically about new roles?

Examples:

- LinkedIn
- Job boards
- Events
- Online courses
- Peers
- Conferences

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6. INFLUENCES

Who or what will influence them when it comes to their career?

Examples:

- Progression opportunities
- Company culture/values
- Colleagues
- Employer
- Friends
- Press

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7. TRIGGERS

What would trigger this person to join a new company or seek out a new role?

Examples:

- Salary increase
- Clear progression path
- Unhappy in current role
- Desire to upskill
- Application deadline

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8. BARRIERS

What might prevent this person from joining your company or seeking out a new role?

Examples:

- Lack of awareness
- Mismatch of values
- Lack of benefits
- Salary not as high as expected

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9. VALUES AND PURPOSE

What does this person value most in life and when it comes to their career?
What's their core purpose?

Examples:

- Honesty
- Sustainability
- Commitment

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10. AIMS

What does this persona ultimately want to get out of their new role?

Examples:

- Become a leader in their field
- Confidence in ability and role
- Upskill
- Good cultural fit
- Progression opportunities

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11. CORE AIMS

Identify 3 or 4 core aims that matter most to your persona below.

CONGRATS, YOU NOW KNOW HOW TO BUILD IDEAL TALENT PERSONAS

We hope you have found this toolkit valuable and are ready to implement everything you have learnt.

To find out how we can support you in your role, speak to one of the team by emailing hello@fabric-academy.com

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Hannah, Content Manager, West Barn Co

"If you're looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you."

Kim, Marketing Manager, Kia Motors

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of learners absolutely loved the Fabric programme

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TO BE IN JUST
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