

Stakeholder Workplace Wellness Program "Personas" Worksheet

Instructions: Creating personas will allow you to effectively develop a business case that addresses and empathizes with varying degrees of adoption and understanding around a workplace wellness culture. The goal is to ultimately create more buy-in and commitment upfront.

TAKE ACTION!

1. Use the fillable worksheet to begin creating "personas" for each of your stakeholder groups.
2. Validate your stakeholder groups and personas with others on your team.
3. Interview your personas/stakeholders to assist with completing the worksheet.

PERSONA Stakeholder Name/Role	COMMITMENT (Low, Medium, High)	INFLUENCE (Low, Medium, High)	INTEREST What is their current interest in workplace wellness?	GOALS What are their objectives and motivators?	FRUSTRATIONS What keeps them up at night?	COMMON GOALS How will your workplace wellness strategy help them reach their goals or ease their common frustrations?	ENGAGEMENT STRATEGY How will you consult, inform, or need their influence to be successful?
Example: Executive Naysayer (Charlene)	Low	High	None—mainly lacks understanding around the impact to the business and feels we have too many priorities already	Profits, team effectiveness, and productivity of the team	Meeting growth goals for the year	Productivity of the team is important and she's especially passionate about hiring "A+ Talent" for the growing business.	Business case: Insert stats on connection to employer brand and connection to what we're losing in productivity to wellness factors.
Example: Executive Wellness Champion (Francesca)	High	High	Very interested, but lacks resourcing, strategy, and structure. Eager to help!	Profits, people, team effectiveness, productivity, and ensuring we are treating our employees right so they can treat our customers right	Team member burnout, "The Great Resignation," lack of commitment of people programs from some of her peers	Many of our goals are aligned (yay!), so this will be easy.	Utilize Francesca in our upcoming video campaign. Have her share her personal wellness journey. Interview her to understand how she is role modeling and activating wellness in her team.
Example: Production Workers	Medium	Low	Low to medium interest	Safety, job security, and being treated fairly on the job. "Family and providing for me and my family are important."	Corporate is not always actively including the production workers, and with them being on the floor most of the day, time to engage is lacking.	Happy, healthy, and productive team members and families	Share their stories and be an advocate for basic and powerful impacts of wellness for all team members.
YOU TRY!							