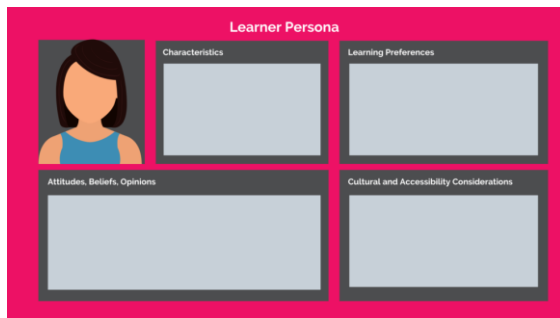


CRACK THE CONCRETE CEILING: FRONTLINE LEADERSHIP DEVELOPMENT IN SPANISH

Learner Persona Examples:



<https://enableeducation.com/learner-personas/>

EXAMPLE

Jason
31 years old, Warehouse Packer.
Spends roughly 15+ hours a week watching YouTube.
Plays video games on the weekend.

Warehouse

Education

- Graduated high school.
- Native English.
- Results at below-average pace.
- Excellent with tech.

Learning context

- Learns in quiet periods on the job, on his mobile device.
- Stable access to slow wifi.

Attitudes & challenges

- Physically and mentally drained from long hours of hard work.
- Overwhelmed by the the amount of training and not finding time to do it all.
- Frustrated about how long the e-learning takes to load and how poorly it works on his phone.
- Thinks e-learning is boring and a waste of time, especially since his manager doesn't support the protocols taught in the training.

<https://whosyouraddie.com/product/learner-persona-template/>

Derek West

Bio
This is Derek's first job. He's still in high school. He currently gets rides to work and is saving up money to buy his first car. He's ambitious and thinking about when he will be going to college next year. Derek is still completing his onboarding and learning about Green Mart.

Goals

- Learn professional interpersonal skills and how to talk to customers
- Learn about & display a good work ethic
- To perform well at his job get noticed by his manager as a hard worker and valuable team member

Pain Points

- Gets frustrated when people do things slowly
- Gets frustrated when things don't make sense or are confusing
- Doesn't feel like he gets recognition for being hard working
- Gets distracted easily

Motivators

- Achievement
- Power
- Incentive
- Fear
- Growth
- Social

Attitude Towards Training
Thinks most training is common sense and not necessary. Doesn't see the point of training or why he has to spend so much time doing training.

Learning Preferences

- Prefers training to be straight and to the point
- Likes quick, bite-sized training/learning
- Prefers to read at his own pace
- Visual learner

Quote: "The harder I work, the more shifts I get... and the more money I can save."

<https://www.reflectionsoftware.com/learner-persona-template>