

# LearnSphere's Learner Personas



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What is the  
Purpose behind  
Personas?

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Personas help us to:

- Understand values, motivations, wants and needs
- Predict behavior
- Create content that will interest them



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## The Upstarts



- Keen, self-selecting, fresh and eager
- First-time business owners
- Owner runs the business
- No money to spare
- Working “on” and “in” their business
- Have identified challenges but also see opportunities

### What do they want from LearnSphere?

Practical, easy-to-implement solutions; Expert information;  
Coaching; Networking and promotion

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## The Stalwarts



- Mid-size businesses
- Have been in business for several years
- Not necessarily on a growth track
- Working “on” their businesses
- Looking for sustainability and increased efficiencies
- Succession planning is important

### What do they want from LearnSphere?

Formalized processes to manage change in the business;  
Practical business solutions; Relevant information; Expert training

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## The Non Profits



- Focused less on money
- Main focus is on achieving their mandate
- Executive Director reports to a Board of Directors
- May have a small team of employees
- No extra money to spare
- Have identified challenges but also opportunities

### What do they want from LearnSphere?

Low cost / high quality learning; Practical business solutions;  
Relevant information; Expert training

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## The Movers & Shakers



- Pursuing growth and/or exports
- Working "on" the business
- Looking for customized, high-level solutions and funding to help them grow
- Large or small
- Well-established or new

### What do they want from LearnSphere?

Quick, responsive solutions; rapid access to answers;  
Specific business expertise; Peer learning; Personal contact

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