Humanizing your employer contacts

	WHY DOES THIS MATTER? *Hires this role type, but the business is not necessarily from that industry sector.*	**PERSONA 1** **Business Bonnie**	**PERSONA 2** **Tech Thomas**	**PERSONA 3** **Engineering Edward**	**PERSONA 5** **Science Sally**	**PERSONA 4** **Humanities (Arts) Holly**	**PERSONA 6** **Hospitality/Tourism Heather**	**PERSONA 7** **Sporty Shannon**
Persona Job Title	*Giving your persona a name helps humanize and distinguish them.*	Project Manager	HR Advisor	CEO	HR Manager	Executive Director	Manager	Manager
Avatar photo								
Organization Type		EntreFlow **Management Consulting**	Vigil Health Solutions **Health Services**	OK Industries **Asphalt paving contractor**	Western Forest Products **Forestry, fishing, mining**	Power To Be **Community Service Agency**	Fairmont Hotels **Hospitality**	Sport for Life Society **Non-Profit Community Service**
What does the organization do?	*This is the key piece of information because helps give context to how key messaging when reaching out.*	Provide HR, Finance and Marketing leadership and execution as an extension to business teams	Develop, manufacture and sell sophisticated monitoring and emergency call technologies to improve seniors' quality of life	Construction materials laboratory for residential, commercial and government	Supplier of high-quality, sustainable building products	Creates access to nature for youth, families, and adults living with cognitive, physical, financial, and social barriers		Knowledge mobility of sport and physical literacy
What entry level skills are they needing? What types of roles do they hire?	*This is the key piece of information that sets your personas apart from one another.* *This is what you'll address in your content and focus your sales messaging around.*	• Business Tech • HR • Accounting • Digital Marketing • Web application development	• .NET C# • C, C++ • Linux • Python R • Javascript	• Sampling and testing road construction materials • Laboratory test data entry and reporting • computer modelling • advanced math • process control	• observation • classifcation • quantifying • prediction/math • interpreting/forming con • Biology • Environmental tech • Forestry • Horticulture	• intercultural and interpersonal skills • sociability • critical reading & reflection • Assist in person-centered support • Oral, written, facilitation and interpersonal communications skills • Planning, organizing, and administrative skills • Ability to create collaborative support	• Oral, written, facilitation and interpersonal communications skills • Business savvy, people savvy, & self-savvy • Communication & Relational Skills (e.g., collaboration, cross-cultural skills) • Thinking Skills (e.g., creativity, critical thinking)	• Time Management/Organization • Team Building • Goal Setting • Communication • Attention and Concentration Control • Imagery, Visualization, Mental Practice
Pain Points (What specific problems are they currently experiencing?) What challenges employers face in finding and keeping qualified workers.	*Help them solve their problem.*	• Fill the gaps on short-term projects • Cost and budget • Time	• Company is expanding • Looking for skilled candidates to support their custom software systems	• Looking for skilled workers	• Seeking skilled workers interested in forestry, biology or horticulture during peak season	• Re-hiring staff • Implementing public health mandates in the workplace	• Implementing public health mandates in the workplace • Looking for skilled workers with theoretical and applied knowledge in sport and exercize • more indsutry specific skills (niche)	• Implementing public health mandates in the workplace • Looking for skilled workers with theoretical and applied knowledge in sport and exercize • more indsutry specific skills (niche)
How have their priorities shifted during COVID?	*Are there any considerations in their business that relates to Covid*	• Priority is growth and take on more clients/projects	• Increased growth	• Ramping back up	• Not as much as other indu	• Increased need for human resource support • Managing PPE, distancing, staff and clients logistics	• shuttered	• shuttered
How does CECS address these pain points and needs?	*Frame your unique selling proposition early!*	• Leverage specific skills from across our Business Programs; HR, Marketing, Accounting & Finance • Low-cost way to increase organizational capacity • Recruit once, hire twice • Raise community profile • Access funding • Access new ideas and energy	• Leverage specific skills from our applied Information & Computer Systems Program • Low-cost way to increase organizational capacity • Recruit once, hire twice • Raise community profile • Access funding • Access new ideas and energy	• Leverage specific skills from our applied Civil Engineering Programs • Low-cost way to increase organizational capacity • Recruit once, hire twice • Raise community profile • Access funding • Access new ideas and energy	• Leverage specific skills from our • Biology • Environmental • Forestry • Horticulture • Low-cost way to increase organizational capacity • Recruit once, hire twice • Raise community profile • Access funding • Access new ideas and energy	• Leverage specific people-centered skills • Low-cost way to increase organizational capacity • Recruit once, hire twice • Raise community profile • Access funding • Access new ideas and energy	• wage-subsidy needs	• wage-subsidy needs
Goals	*This is very different than your persona's pain point. Find this information by continuously asking "why". Knowing your persona's end goals helps you address them earlier.*	• Increase growth • Raise company profile	• Grow their customized software features					

Employer Personas

| What objections might they have in hiring students? | Address these objections early on in the conversation to help establish trust. | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of | • I don't understand what is involved
• It is to complicated and I don't have time
• Not enough time to supervise and mentor a student
• Not enough room in the budget
• I don't know what work the student are capable of |