Activity 12: Create Personas

**Activity Instructions**

1. Break into small groups (3-5 people)

2. Each small group should select a prioritized stakeholder identified in *Who is Your Community?* and create a persona and a pathway representing that stakeholder. This exercise is hosted by Mozilla. For the most up-to-date version of this exercise, please visit: Mozilla Open Leadership Training Series: Contributor Personas & Pathways.

3. Reform larger group to discuss and identify gaps in supporting persona pathways.

**Next Steps:** In your future planning, use the stakeholder personas to see how well your plans track (or don’t) against those personas’ goals.

**Goals**

1. Create more explicit personas to help guide community efforts

**Prerequisites**

Pre-Work Activity: Who Is Your Community?

**Who Should Participate?**

Program staff (operational expertise)

**Length**

60 minutes