Activity: Create Personas

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

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.