

# In her shoes

This template consists of a set of questions you can reflect on to help you understand the context of your stakeholders (put yourself in their shoes) - their needs, experiences, behaviours and goals. It helps you recognize that different people have different needs & expectations.

## HOW TO USE THE TEMPLATE

1. Download the template.
2. Complete one template per stakeholder. Then review intermittently to gain a deeper understanding of how they operate and why.

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PERSONA TEMPLATE

Project / Goal: \_\_\_\_\_

Name: \_\_\_\_\_

Role: \_\_\_\_\_

What are their motivations and aspirations?

What are their goals?

What are their challenges?

What do they need?

Download the  
PowerPoint template  
here



# In her shoes

This template consists of a set of questions you can reflect on to help you understand the context of your stakeholders (put yourself in their shoes) - their needs, experiences, behaviours and goals. It helps you recognize that different people have different needs & expectations.

It's not always easy to do and if you find it difficult to do you probably need to use generous listening and active inquiry with your stakeholders to better understand their context.

**PERSONA TEMPLATE**

Project / Goal: \_\_\_\_\_

Name: \_\_\_\_\_

Role: \_\_\_\_\_

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What are their **goals**?

What are their **motivations and aspirations**?

What are their **challenges**?

What do they **need**?