

Personas – how could this partnership benefit the individuals we work with?

high

trees

Purpose of this tool:

Use this tool to take a person-centred approach to exploring the impact your partnership could achieve for the individuals you work with (or wish to work with). It should help to identify where individuals could benefit from accessing services from more than one partner organisation and to start discussions around referral pathways between partner organisations.

It is important that everyone involved in the partnership has a collective vision about who the partnership's beneficiaries are – these may be the same as the beneficiaries that the individual organisations target their services towards or may be a subset of the organisations' service users (for example an organisation may work with all age groups, but the partnership is focused on services for young people or those who are 50+).

The main purpose of this persona tool is to take a person-centred approach whilst developing the vision for the partnership and to start to articulate the additional benefit you would be able to achieve for your target audience by working in partnership.

We suggest you take some time as the leadership of your respective organisations to sense check that there is a collective view, particularly in relation to:

- Demographic data such as age, sex, race and ethnicity, previous educational attainment, income, geographical location etc. (these may not be the relevant categories for your partnership)
- The interest/need you believe this person has in your services
- The challenges and barriers you believe this person faces
- How the work of your partnership could help this individual overcome these challenges


Below is a suggested workshop to ensure delivery staff at all levels of your organisations also understand the partnership and the service users it intends to target – you may find it useful as a template to frame the discussions at leadership level too.

Staff workshop activity

Each group is given a personas template and asked to build a picture of their persona by answering the following questions: what is this person's name, age, occupation, social-economic status? What do they like doing in their free time? – the idea of this activity is to make the person 'come to life'. What are their goals in life and personal priorities? The persona should be an individual that you wish to support through the work of the partnership and is likely to represent a group or individuals that your organisation already supports in some capacity, through the work of your organisation.

Each group is then asked to create a list of challenges that this individual faces e.g., barriers to work, affordable childcare, no spoken English, can't use a computer, low confidence, experiencing housing problems, can't afford to eat, not able to access benefits.

For each challenge, the group should then consider how the partnership could help respond to this challenge (if at all) - how can the partnership respond in a way that an individual organisation cannot?

<p>Picture (draw):</p> 	<p>Name:</p> <p>Age:</p> <p>Occupation:</p> <p>Life situation:</p>	<p>Interests/priorities:</p>
<p>Personal goals:</p>	<p>Challenges this person faces:</p>	<p>How the work of the partnership could help this individual to overcome challenges:</p>

After the session:

Use the contents from these discussions when you are developing a detailed theory of change for your partnership and undertaking more detailed activity planning. This should mean that intended referral pathways are included in delivery plans for your partnership and expectations on each partner organisation to refer users on are made clear.



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