

GlobalScot Personas

SAM – Has never used the GlobalScot service

“It’s difficult to get time with the right people.”

Sam is the managing director of a small but fast-growing technology business. He has never heard of GlobalScot’s and doesn’t know where to find people with specific experience of scaling a business fast who he can learn from.

Sam sees business networking as a necessary evil but he and his team lack confidence in reaching out for help. He is considering expanding his businesses into a non-English speaking market, but he’s not sure exactly what sort of help to ask for.

He is very driven and full of energy, but he’s not confident that his business is big enough to get help from very senior business leaders.

Challenges for Sam:

- Doesn’t know where to get advice
- Lack of confidence

How the GlobalScot network can help Sam:

- Allows him to ask questions about expanding into non-English speaking markets and scaling a business, either to the wider business community or directly to global business leaders

Challenges for GlobalScot:

- Making Sam aware of the network and how it can help
- Making Sam feel comfortable using the network to contact senior business leaders

How we can mitigate those challenges:

- Creating a marketing plan that increases awareness of the GlobalScot network in the Scottish business community through a variety of channels
- Designing a friendly, engaging platform that encourages conversation

MYA – Used the GlobalScot service before – negative experience

“It’s clear that their time is more valuable than yours.”

Mya is the founder/CEO of a motivational speaking and communications company. She used the GlobalScot service once before, but she found the GlobalScot’s to be self-important and difficult to interact with. She is tired of how long she must wait for the assistance that she requests, and she has no desire to use the GlobalScot website again.

Mya is a confident and active networker, but she feels her demographic and unique offering can hinder her from getting her foot in the door. She would like advice around a complicated IP issue, but she is not sure where to get it.

She is known as a specialist in her field and has a reliable workforce around her, but she would like to be taken more seriously as a woman in foreign markets and wants to elevate her business profile internationally.

Challenges for Mya:

- Getting IP advice
- Elevating her business profile overseas

How the GlobalScot network can help Mya:

- Allows her to ask questions about IP issues, either to the wider business community or directly to global business leaders
- Allows her to raise her business profile by connecting with businesses both locally and globally

Challenges for GlobalScot:

- Getting Mya to engage with the network again after having a negative experience
- Ensuring that if she posts a question, she won’t be left without an answer

How we can mitigate those challenges:

- Marketing that shows how the new network offers new ways to connect and collaborate with businesses
- GlobalScot staff can monitor requests for help and questions posted to the community feed, and intervene if questions aren’t getting answered

CAROL – Active GlobalScot

“I want to feel like my contribution is valued.”

Carol is the CEO of a financial services company in Milan. She is an active GlobalScot who is currently helping multiple businesses.

Carol likes how being a GlobalScot helps expand her business network and find new ways to collaborate with others. She often engages with companies that need help, but she is rarely kept up to date with the impact of her help. She would like to be able to see the value of her input.

She isn't invited to many GlobalScot events, so she sometimes she doesn't feel as valued as longer-standing GlobalScot's.

Carol would be keen to help businesses who are earlier in their business journey, like start-ups.

Challenges for Carol:

- Feeling valued as a GlobalScot

How GlobalScot can help Carol:

- Allows her to communicate directly with companies that need her support, so she can follow up on how they're doing
- Allows her to see all the GlobalScot events that are happening so she can join in and feel connected to the network

Challenges for GlobalScot

- Ensuring that Carol can see how the time she spends mentoring companies and offering advice is having an impact
- Ensuring that Carol feels part of an inclusive network

How we can mitigate those challenges:

- Design a network that allows for easy connection and conversation between GlobalScot's and companies

NEVILLE – Inactive GlobalScot

“I like the cocktail parties the GlobalScot team puts on, but other than that, I’m not really involved with them anymore.”

Neville is an inactive GlobalScot who is retired and living in Singapore. He sits on multiple business and cultural boards.

Neville doesn’t have much contact with his account manager anymore, so he doesn’t feel as connected to the GlobalScot network. However, he feels that if he was matched with the right companies, he could use his experience to help them succeed. He would love to bring Scottish cultural businesses to Singapore.

Neville doesn’t feel confident interacting online and doesn’t use social networking sites. However, he enjoys the social events that are held for GlobalScot’s.

Challenges for Neville:

- Lack of connection with the network

How the GlobalScot network can help Neville:

- Helps him connect with Scottish companies looking to expand to Singapore
- Gives him opportunities to connect with other GlobalScot’s

Challenges for GlobalScot:

- Getting Neville online
- Getting Neville to feel connected to the network again

How we can mitigate those challenges:

- Make the interface as easy to use and intuitive as possible, so it’s not intimidating to Neville
- Send communication to Neville to let him know about the changes to the network and how it can help him connect with other GlobalScot’s and Scottish companies

JANET – Staff member

“Allowing anyone to join the network dilutes the exclusivity.”

Janet is a member of the GlobalScot team at Scottish Enterprise. She helps manage the relationships with GlobalScot’s and matches GlobalScot’s with companies that need support. She has been doing this role for five years.

Janet knows that the network has a lot to offer Scottish companies, but she doesn’t think there is enough awareness of GlobalScot’s in the Scottish business community. She would like to see more companies using the network in order to achieve their business goals.

She would also like to see more GlobalScot’s sign up in priority geographies and markets – however, she wants to make sure that only senior global businesses leaders can become GlobalScot’s in order to maintain the integrity of the network.

Janet is wary of moving more of the GlobalScot service online because she doesn’t think that senior business people will have time to use it. She thinks they would rather just phone their account manager and get them to identify companies that need support.

Challenges for Janet:

- Having to change the way she works

How the GlobalScot network can help Janet:

- Makes it easier for her to interact with network members
- Makes it easier for her to track and report on GlobalScot activity
- The self-service model will help more companies and GlobalScot’s connect, which will help grow the network

Challenges for GlobalScot:

- Getting Janet to support the network moving online

How we can mitigate those challenges:

- Reassuring Janet that moving the network online won’t dilute the integrity of the network, because staff will still be able to vet and approve new GlobalScot’s
- Showing Janet how the online network will make it easier her to interact with users and report on activity by involving her in the design process and keeping her updated-on progress

JORDAN – Used the GlobalScot service before – positive experience

“GlobalScot was key to getting my foot in the door in America, but I don’t know if it could do the same for me in China.”

Jordan is the founder of a large data analytics company based in Edinburgh. When he was considering expanding his company’s services into the USA, his SE account manager connected him with Elaine, a GlobalScot who is the CEO of a data services company in San Francisco. Elaine introduced Jordan to some key influencers in the Californian tech industry, which led to his company securing a collaboration with an American company.

Jordan now wants to expand his business into the China, but the language barrier and cultural differences are proving to be a challenge. His account manager has moved on and he’s not sure how to access the GlobalScot service without her support.

He uses LinkedIn occasionally, but he would prefer for someone set up one-to-one connections for him rather than spending time searching for networking partners online.

Challenges for Jordan:

- How to expand his business into China despite language/cultural barriers
- Lack of time

How the GlobalScot network can help Jordan:

- Gives him access to GlobalScot’s based in China who can help answer his questions
- Allows him to chat with other Scottish businesses who have expanded into China and get their advice

Challenges for GlobalScot:

- Getting Jordan to self-serve on the network

How we can mitigate those challenges:

- Design an intuitive platform that makes it easy it is to find, search for and connect with GlobalScot’s, as well connect with the wider business community