



PERSONAS





Jobs

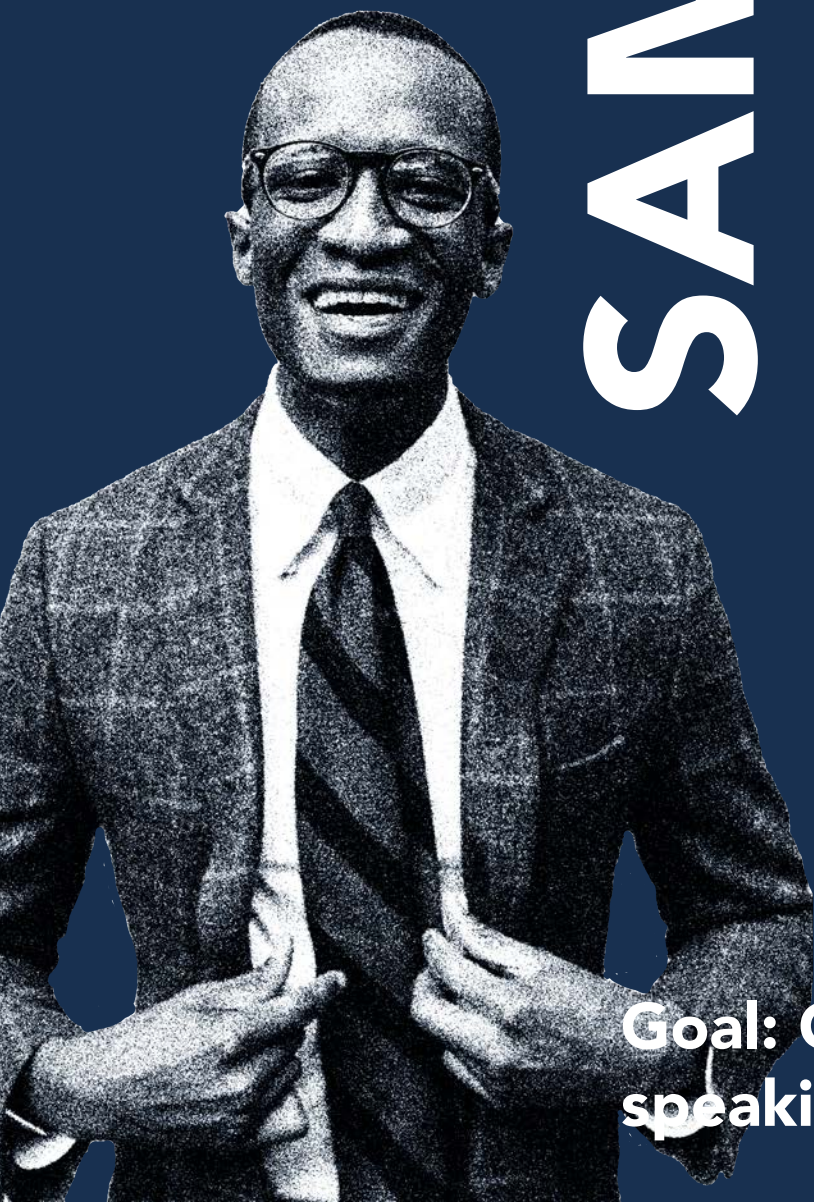
These are the jobs that a customer is trying to get done, these can be Functional, Emotional and Social.

Pains

These are all the blockers and moments of discomfort that happen when a person is trying to get their jobs done.

Gains

Are positive outcomes that describe customer benefits, aspirations.



SAM

Sam, 32, Never used GlobalScot network

Managing Director of small but fast growing technology business

Pains

- He doesn't know GlobalScots exist
- Doesn't know where to find people with specific experience of scaling a business fast who he can learn from
- Sees networking as a necessary evil but he and his team lack confidence in reaching out for help
- Needs to recruit the best people but the local talent pool is limited
- Not sure if he knows exactly what help he is asking for

Gains

- Happy that there is increasing support for entrepreneurs in Scotland
- Edinburgh is gaining a reputation globally as a well regarded tech hub
- As his team grows he is afforded more time to build relationships
- He has a lot of energy and drive

Jobs

- Find a mentor
- Be clearer around my companies future path
- Find relevant information at speed when I need it
- Get access to the right skills
- Find out more about a foreign market
- Help in defining his request for help

Goal: Considering moving into a non-English speaking market





Big Areas to Explore

Help defining his request for help

- How do we help Sam define his request?
- He's unconfident and thinks he isn't ready for a GS's help. How do we help him get confidence?
- Who could he ask for help in defining this request?

Not knowing GlobalScots exist

- How could we get Sam's attention?
- Where could we get his attention?



MYA

Mya, 46, Used GlobalScot network once before

Founder/CEO of a motivational speaking and communications company

Pains

- Confident and active networker but feels her demographic and unique offering can hinder her from getting her foot in the door
- Finds GlobalScots to be self important and difficult to interact with
- She is tired of long wait times on the assistance she requests
- Has no desire to use the GlobalScot website again

Gains

- Confident communicator with her own established network
- She is regarded as a specialist in her field
- She knows how to use her Scottishness to garner trust
- She has a reliable workforce behind her
- She is regarded as a specialist in her field

Jobs

- Become a GlobalScot
- Help my employees improve their skills
- Elevate her business profile internationally
- Be taken more seriously as a woman in foreign markets

Goal: Seeking advice around a specific complicated IP issue





Big Areas to Explore

Tired of long wait times

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Become a GlobalScot

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CAROL

Carol, 38, Active GlobalScot helping multiple businesses CEO of a contemporary textiles company in Milan

Pains

- Often engages with companies needing help, but rarely is kept up to date with the impact of her help
- Would be keen to help businesses beyond the networks typical criteria (e.g. startups)
- Doesn't feel as valued as longer standing GlobalScots

Gains

- Likes the satisfaction of helping to empower young businesses
- Likes to have the opportunity to explore new methods in collaboration with others
- Expanding her own business network

Jobs

- Wants to keep learning
- Wants her value to be seen and understood
- Seek out opportunities for her business and Scottish businesses
- Be assigned where she can make the most impact





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Become a GlobalScot

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NEVILLE

Neville, 64, Inactive GlobalScot

Retired, living in Singapore, and sits upon on multiple business and cultural boards

Pains

- Personal contact from RM's has reduced and doesn't feel as connected any more
- "I don't know why I should invest in them when they don't invest time in me"
- Not a digital native, doesn't feel confident interacting online

Gains

- Enjoys the title of GlobalScot
- When matched with the right people I enable success from my wealth of experience
- Really likes the social events that are held for GlobalScots
- The ability to get things expensed under the GlobalScots activities

Jobs

- Feel more connected to Scotland
- Make friends
- Would love to bring Scottish cultural businesses to Singapore
- Doesn't want to be forgotten





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Pains

Gains

Jobs

