

Personas @Telekom

QUICK MANUAL

1 How to get started

- Set up a **project team**
- Define your **development approach** (recommended method: interviews, self-assessments, workshops)
- Involve the **works council**
- Collect useful **workforce data** (job profiles, cross-country distribution, average demographics etc.)
- Set up a first list of representative **employee profiles** to serve as your “recruiting basis”

2 How to collect data

- Use the **top management** as multiplier, activate your **network** and **communities** and communicate broadly to **identify people in the workforce** who match with the profiles
- Schedule **interviews** with leaders and send out **self-assessments** to employees to collect data
 - Think of assigning an **external agency** for data evaluation and persona development

3 How to reach the finish

- Validate your personas draft set by means of **reality checks** and **workshops**
- **Finalize and publish** your persona set via multiple channels in your company
- Offer **customized enabling sessions** to interested units and teams who want to work with the personas

