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BUYER PERSONAS

Learning and HR/Talent
Management Solution Buyers



INTRODUCTION

Welcome to "Personas - Learning and HR/Talent Management Solution Buyers." This guide is designed to provide essential insights into the roles and challenges faced by key decision-makers in learning and HR/talent management investments.

We highlight profiles such as Chief Learning Officers, Chief Talent Officers, CFOs, COOs, CHROs, and CEOs, detailing their unique backgrounds, challenges, and objectives. Each profile includes a tailored Pain-Agitation-Solution statement, addressing specific issues and offering relevant solutions.

We aim to equip you with a better understanding of these individuals' perspectives, helping you tailor your message and approach to engage them via our products and services. This guide is for informational purposes only, offering a glimpse into the buying landscape in today's corporate learning and HR/talent space.



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PERSONAS - LEARNING SOLUTION BUYERS



PERSONA 1: CATHERINE - THE STRATEGIC CLO

BACKGROUND	Catherine is a Chief Learning Officer with a strong background in organizational development and a passion for aligning learning strategies with business goals.
CHALLENGES	Catherine is challenged with ensuring that learning investments are strategically aligned, driving workforce agility, and fostering a culture of continuous learning.
GOALS	Her primary objectives are enhancing employee skills, supporting change management, and contributing to the company's long-term growth.
PAIN POINTS	Navigating the complex landscape of learning solutions, securing budget approvals, and demonstrating clear ROI on learning investments.

PAIN-AGITATION-SOLUTION STATEMENT FOR CATHERINE

PAIN	Catherine, we understand the complexities of aligning learning investments with strategic goals and securing budget approvals.
AGITATION	These challenges may leave you feeling overwhelmed and hinder your ability to drive a culture of continuous learning and support long-term growth.
SOLUTION	Partner with us to simplify the selection of learning tech that align strategically and provide clear ROI. Our solutions are designed to enhance employee skills, drive agility, and contribute to long-term growth, ensuring a significant return on your learning investments.



PERSONA 2: MARK - THE LEARNING SOLUTION STRATEGIST (CFO)

BACKGROUND	Mark is the CFO of a large organization with a strong financial background and a focus on cost-effectiveness.
CHALLENGES	Mark faces the challenge of making sound financial decisions regarding learning solution investments, ensuring they offer a clear return on investment.
GOALS	His key objectives are to optimize learning solution spending, improve operational efficiency, and enhance the company's financial performance.
PAIN POINTS	Balancing the budget while investing in essential learning solutions, justifying expenditures to the board, and ensuring that learning solutions align with financial goals.

PAIN-AGITATION-SOLUTION STATEMENT FOR MARK

PAIN	Mark, we understand the importance of optimizing learning solution spending while ensuring a strong ROI.
AGITATION	These challenges may create financial pressure and make it difficult to justify learning solution investments to the board.
SOLUTION	Collaborate with us to make data-driven learning tech decisions that align with your financial goals. Our solutions are designed to optimize spending, improve operational efficiency, and enhance financial performance, ensuring a clear return on investment.



PERSONA 3: OLIVIA - THE LEARNING EXPERIENCE INNOVATOR (COO)

BACKGROUND	Olivia is the Chief Operating Officer of a growing company, with a background in operations and a focus on creating engaging learning experiences.
CHALLENGES	Olivia seeks learning solutions that align with the company's operational goals, enhance employee engagement, and contribute to a positive company culture.
GOALS	Her primary objectives include boosting operational efficiency, improving employee retention, and fostering a culture of continuous learning and innovation.
PAIN POINTS	Finding learning tools and solutions that balance engagement and productivity, integrating learning with existing operational processes, and ensuring a positive impact on company culture.

PAIN-AGITATION-SOLUTION STATEMENT FOR OLIVIA

PAIN	Olivia, we understand the challenge of finding learning solutions that align with operational goals while enhancing engagement and culture.
AGITATION	These challenges may hinder operational efficiency and impact employee retention and the company's overall culture.
SOLUTION	Partner with us to integrate learning tech seamlessly into your operational processes, creating engaging learning experiences that drive productivity and innovation. Our solutions are designed to enhance engagement while boosting operational efficiency, contributing to a positive company culture.



PERSONA 4: DAVID - THE LEARNING ANALYTICS EXPERT (CHRO)

BACKGROUND	David is a large organization's Chief Human Resources Officer with a strong background in HR analytics and a commitment to data-driven decision-making.
CHALLENGES	David seeks learning solutions that provide robust analytics, predictive insights, and data integration capabilities to optimize learning outcomes.
GOALS	His key objectives include improving learning program effectiveness, reducing learner drop-off rates, and enhancing learning ROI.
PAIN POINTS	Finding learning tools that offer comprehensive analytics, predictive modeling, and the ability to integrate with other HR data sources.

PAIN-AGITATION-SOLUTION STATEMENT FOR DAVID

PAIN	David, we understand the challenges of finding learning solutions that offer robust analytics while ensuring seamless integration with HR data.
AGITATION	These challenges may hinder your ability to make data-driven learning decisions and optimize program effectiveness.
SOLUTION	Collaborate with us to access learning tech solutions that provide comprehensive analytics and predictive insights. Our solutions seamlessly integrate with HR data sources, allowing you to improve learning ROI and drive better learning outcomes.



PERSONA 5: SARAH - THE LEARNING SOLUTION DECISION-MAKER (CEO)

BACKGROUND	Sarah is the CEO of a medium-sized company, with a diverse background and a focus on driving overall business growth.
CHALLENGES	Sarah is challenged with making high-level decisions regarding learning tech investments that align with the company's strategic vision and contribute to its success.
GOALS	Her primary objectives are to support employee development, enhance workforce productivity, and achieve sustainable business growth.
PAIN POINTS	Navigating the complexities of learning tech solutions, ensuring alignment with the company's growth strategy, and justifying investments in learning tech to the board.

PAIN-AGITATION-SOLUTION STATEMENT FOR SARAH

PAIN	Sarah, we understand the complexities of aligning learning tech investments with strategic goals and securing board approvals.
AGITATION	These challenges may leave you feeling overwhelmed and hinder your ability to support employee development and achieve sustainable growth.
SOLUTION	Partner with us to simplify the selection of learning tech solutions that align strategically and provide clear ROI. Our solutions are designed to support employee development, enhance productivity, and contribute to sustainable growth, ensuring a significant return on your learning tech investments.



PERSONAS - HR/TALENT MANAGEMENT SOLUTION BUYERS



PERSONA 1: TAYLOR - THE STRATEGIC CHIEF TALENT OFFICER (CTO)

BACKGROUND	Taylor is a seasoned Chief Talent Officer with over 15 years of experience in talent management. Taylor holds a Master's degree in Industrial-Organizational Psychology.
CHALLENGES	Taylor faces the challenge of aligning HR solution investments with talent acquisition strategies, leveraging data for workforce planning, and fostering a culture of continuous learning and development.
GOALS	Taylor's primary objectives include attracting top talent, optimizing workforce productivity, and ensuring a diverse and inclusive workplace.
PAIN POINTS	Navigating the complex landscape of HR/talent solutions, securing budget approvals, and demonstrating a clear return on investment to the executive team.

PAIN-AGITATION-SOLUTION STATEMENT FOR TAYLOR

PAIN	Taylor, we understand the complexities of aligning HR solution investments with talent acquisition strategies and securing budget approvals.
AGITATION	These challenges may leave you feeling overwhelmed and hinder your ability to attract top talent and foster a culture of continuous learning and development.
SOLUTION	Partner with us to simplify the selection of HR solutions that align strategically and provide a clear ROI. Our solutions are designed to enhance talent acquisition, workforce productivity, and diversity and inclusion, ensuring a significant return on your HR tech investments.



PERSONA 2: CHRISTINE - THE CHRO STRATEGIST

BACKGROUND	Christine is a Chief Human Resources Officer with extensive experience in HR leadership, holding a master's degree in organizational psychology.
CHALLENGES	Christine is challenged with optimizing HR processes, ensuring compliance with evolving labor laws, and driving diversity and inclusion initiatives.
GOALS	Her primary objectives include enhancing employee experience, improving retention, and fostering diversity and inclusion within her organization.
PAIN POINTS	Managing complex HR processes, integrating various HR systems, and staying compliant with evolving labor laws.

PAIN-AGITATION-SOLUTION STATEMENT FOR CHRISTINE

PAIN	Christine, we understand the complexities of managing HR processes while staying compliant and fostering diversity and inclusion.
AGITATION	These challenges may leave you feeling overwhelmed and hinder your ability to enhance employee experience and improve retention.
SOLUTION	Partner with us to simplify HR processes, ensure compliance, and drive diversity and inclusion initiatives. Our HR/talent solutions empower you to focus on employee experience and retention while efficiently managing HR processes, ensuring compliance, and fostering diversity and inclusion.



PERSONA 3: DANIEL - THE FINANCIAL DECISION MAKER (CFO)

BACKGROUND	Daniel is the Chief Financial Officer of a large organization with a strong financial background and a focus on cost-effectiveness.
CHALLENGES	Daniel faces the challenge of making financially sound decisions regarding HR/talent solution investments, ensuring they provide a clear return on investment.
GOALS	His key objectives are to optimize HR/talent solution spending, improve operational efficiency, and enhance the company's financial performance.
PAIN POINTS	Balancing the budget while investing in essential HR/talent solutions, justifying expenditures to the board, and ensuring that HR/talent solutions align with financial goals.

PAIN-AGITATION-SOLUTION STATEMENT FOR DANIEL

PAIN	Daniel, we understand the importance of optimizing HR/talent solution spending while ensuring a strong ROI.
AGITATION	These challenges may create financial pressure and make it difficult to justify HR/talent solution investments to the board.
SOLUTION	Collaborate with us to make data-driven HR/talent solution decisions that align with your financial goals. Our solutions are designed to optimize spending, improve operational efficiency, and enhance financial performance, ensuring a clear return on investment.



PERSONA 4: OLIVER - THE OPERATIONAL EXCELLENCE LEADER (COO)

BACKGROUND	Oliver is the Chief Operating Officer of a growing company, with a background in operations and a focus on streamlining HR processes.
CHALLENGES	Oliver seeks HR/talent solutions that align with the company's operational goals, enhance workforce productivity, and support a positive company culture.
GOALS	His primary objectives include boosting operational efficiency, improving employee retention, and fostering a culture of continuous improvement.
PAIN POINTS	Finding HR/talent tools that balance efficiency and employee experience, integrating HR/talent management with existing operational processes, and ensuring a positive impact on company culture.

PAIN-AGITATION-SOLUTION STATEMENT FOR OLIVER

PAIN	Oliver, we understand the challenge of finding HR/talent solutions that align with operational goals while enhancing employee experience and culture.
AGITATION	These challenges may hinder operational efficiency and impact employee retention and the company's overall culture.
SOLUTION	Partner with us to integrate HR/talent solutions seamlessly into your operational processes, creating an efficient and engaging HR/talent experience that drives productivity and continuous improvement. Our solutions enhance efficiency while fostering a positive company culture, ensuring alignment with operational goals.



PERSONA 5: SHANNON - THE HR/TALENT DECISION-MAKER (CEO)

BACKGROUND	Shannon is the CEO of a medium-sized company, with a diverse background and a focus on driving overall business growth.
CHALLENGES	Shannon is challenged with making high-level decisions regarding HR/talent solution investments that align with the company's strategic vision and contribute to its success.
GOALS	Her primary objectives are to support employee development, enhance workforce productivity, and achieve sustainable business growth.
PAIN POINTS	Navigating the complexities of HR/talent solutions, ensuring alignment with the company's growth strategy, and justifying investments in HR/talent solutions to the board.

PAIN-AGITATION-SOLUTION STATEMENT FOR SHANNON

PAIN	Shannon, we understand the complexities of aligning HR/talent solution investments with strategic goals and securing board approvals.
AGITATION	These challenges may leave you feeling overwhelmed and hinder your ability to support employee development and achieve sustainable growth.
SOLUTION	Partner with us to simplify the selection of HR tech solutions that align strategically and provide clear ROI. Our solutions are designed to support employee development, enhance productivity, and contribute to sustainable growth, ensuring a significant return on your HR/talent solution investments.



PERSONA 6: HENRY - THE INNOVATION-DRIVEN CEO

BACKGROUND	Henry is the CEO of a technology-focused company with a background in product development and a commitment to innovation.
CHALLENGES	Henry seeks HR/talent solutions that drive innovation in talent management, improve talent acquisition, and enhance employee engagement.
GOALS	His key objectives are to attract top talent, foster innovation, and maintain a competitive edge in the industry.
PAIN POINTS	Finding HR/talent tools that offer cutting-edge features, aligning talent management with innovation goals, and ensuring the company remains competitive in talent acquisition.

PAIN-AGITATION-SOLUTION STATEMENT FOR HENRY

PAIN	Henry, we understand the importance of driving innovation in talent management while maintaining competitiveness in talent acquisition.
AGITATION	These challenges may impact your ability to attract top talent and maintain a competitive edge in the industry.
SOLUTION	Partner with us to access HR/talent solutions that drive innovation in talent management, enhance talent acquisition, and maintain your competitive edge. Our solutions offer cutting-edge features that align with your innovation goals, ensuring you attract and retain top talent effectively.



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