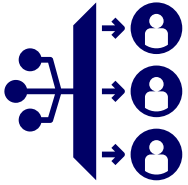# 3 Steps to Using Learner Personas for AI Upskilling

## 1   Ground Personas in Real Data

- **Capture themes from multiple sources,** including adoption metrics, interviews, surveys, and open conversations
- **Engage with people at every level** to surface challenges, goals, motivations, and fears
- **Use personas as a compass, not a complete map;** they won't capture everyone, but they will point you in the right direction

## 2   Design a Continuum with Flexible Pathways
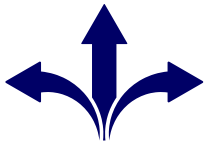
- **Map a learning continuum:** begin with the end in mind and use competencies to identify progression
- **Build flexible pathways** to allow rapid growth in capabilities and confidence, encourage change
- **Design systems** for support, such as communities of practice

## 3   Measure, Reassess, and Evolve

- **Track progression and monitor growth**
- **Update personas** with new data, or retire them if they no longer reflect needs
- **Communicate with sponsors** to highlight target audience, design approach, and ROI

# AI Strategist

## Tamera

Tamera has over 10 years with the company and is a trusted leader, known for her ability to identify business opportunities and lead teams to outstanding performance. She wants to understand how to leverage AI to solve business challenges and wonders how to integrate AI into her role effectively.

> "I've excelled in my current role, and I'm aware that AI is having an impact on my industry. I know I need new skills to guide our organization responsibly and effectively, but I'm unsure where to begin."

### Goals and Motivations
- Identify new business opportunities through AI
- Maintain a competitive edge
- Aspire to be recognized as a leader by driving AI integration

### Fears and Frustrations
- Hesitant to admit gaps in knowledge when making AI-related decisions
- Unsure how to communicate and collaborate with technical experts

### Needs for Growth
- Build understanding of AI governance
- Gain exposure to business cases and industry impacts
- Learn how to approach and leverage AI as a leader and strategic decision-maker

### Challenges
- Adapt responsibilities to align with AI integration and strategic oversight
- Foster cross-functional collaboration with leaders across business lines

### Learning Preferences
- Engage in discussions with peers, experts, and industry leaders
- Value insights from real-world applications and research