

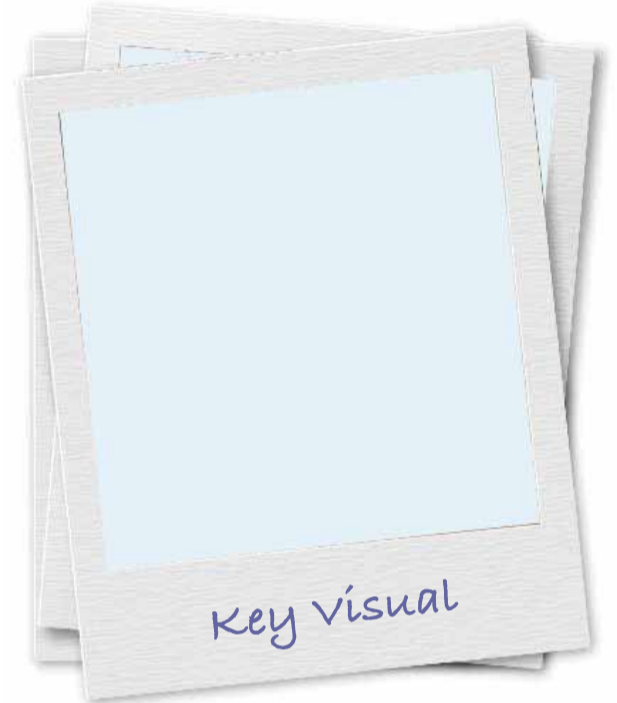
THE ASPIRATIONAL PERSONA FITS TO ALL BRAND EXPRESSIONS. THIS IS OUR INSPIRATION FOR PRODUCTS, SERVICES AND STORIES.

NAME

Don't use names of colleagues.

INTRODUCTION

How would you introduce her to a friend?

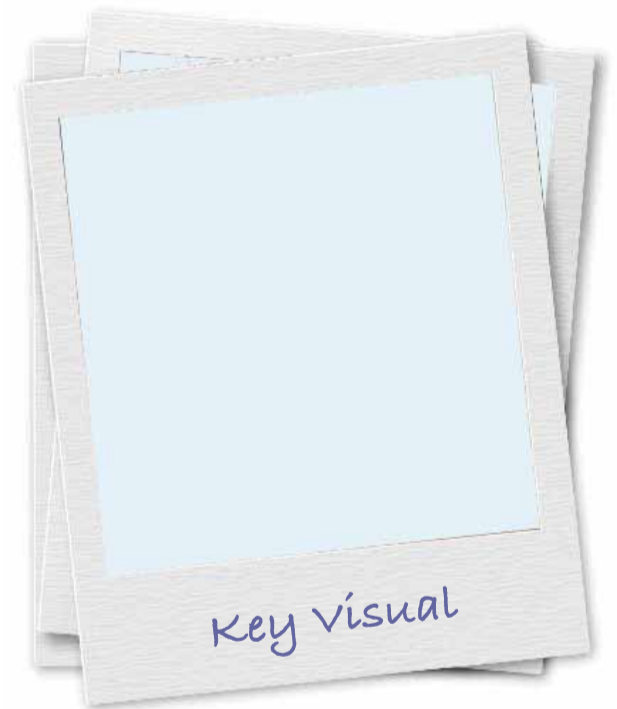


VALUES AND MOTIVATIONS

Which values are important for her?



What motivates her?
Internally - Externally



INSPIRATIONS

How can we inspire her?



She should inspire us to create meaningful and purposeful value propositions. How?

