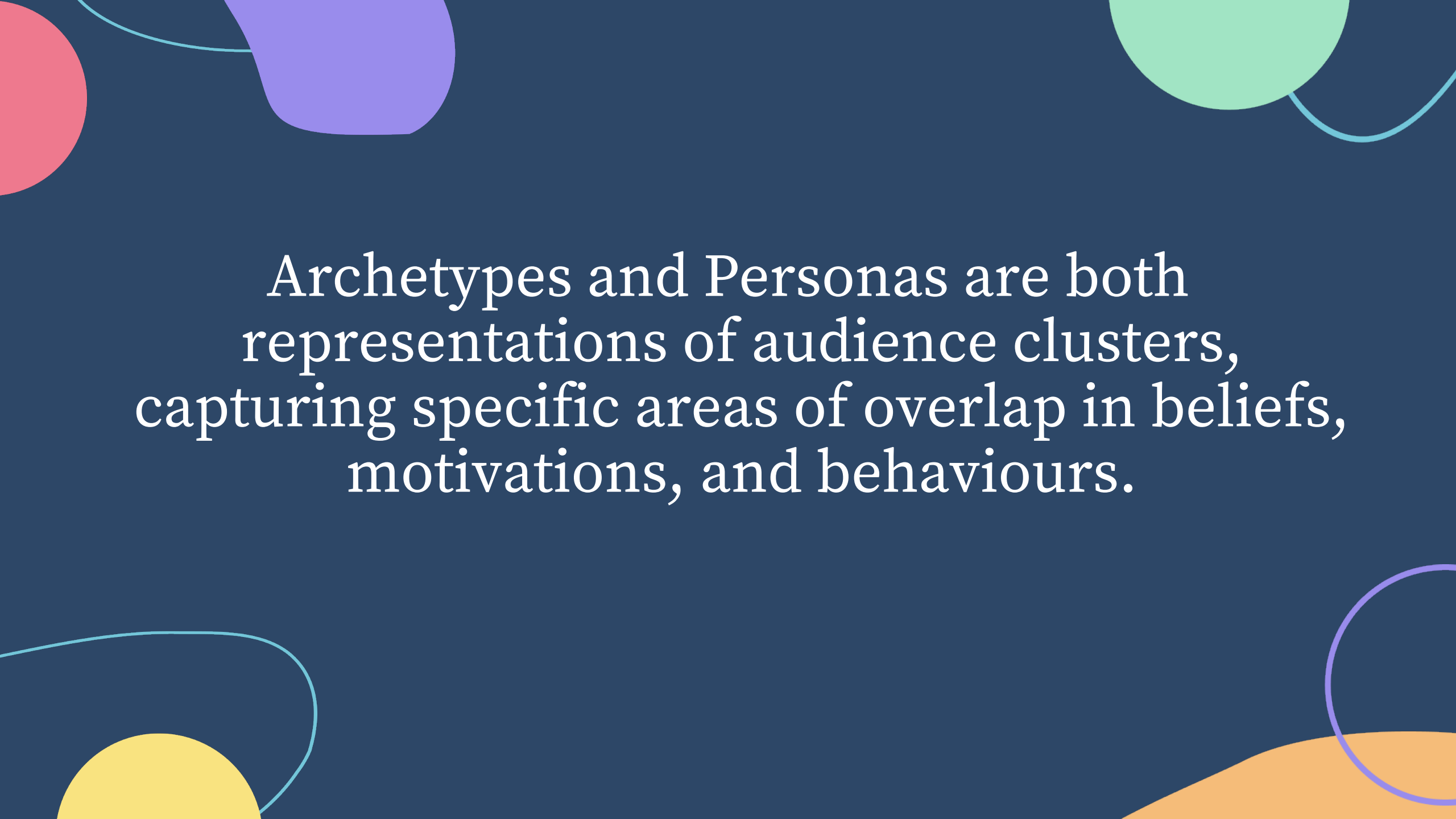Focusing in on the people we exist to serve

TACO's Core Client Archetypes and Personas

June 2024

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Helping create
leaderful teams

Archetypes and Personas are both representations of audience clusters, capturing specific areas of overlap in beliefs, motivations, and behaviours.

Archetype

An abstract label that represents the defining belief-driven and behavioral characteristics of a type of 'hero' or audience.
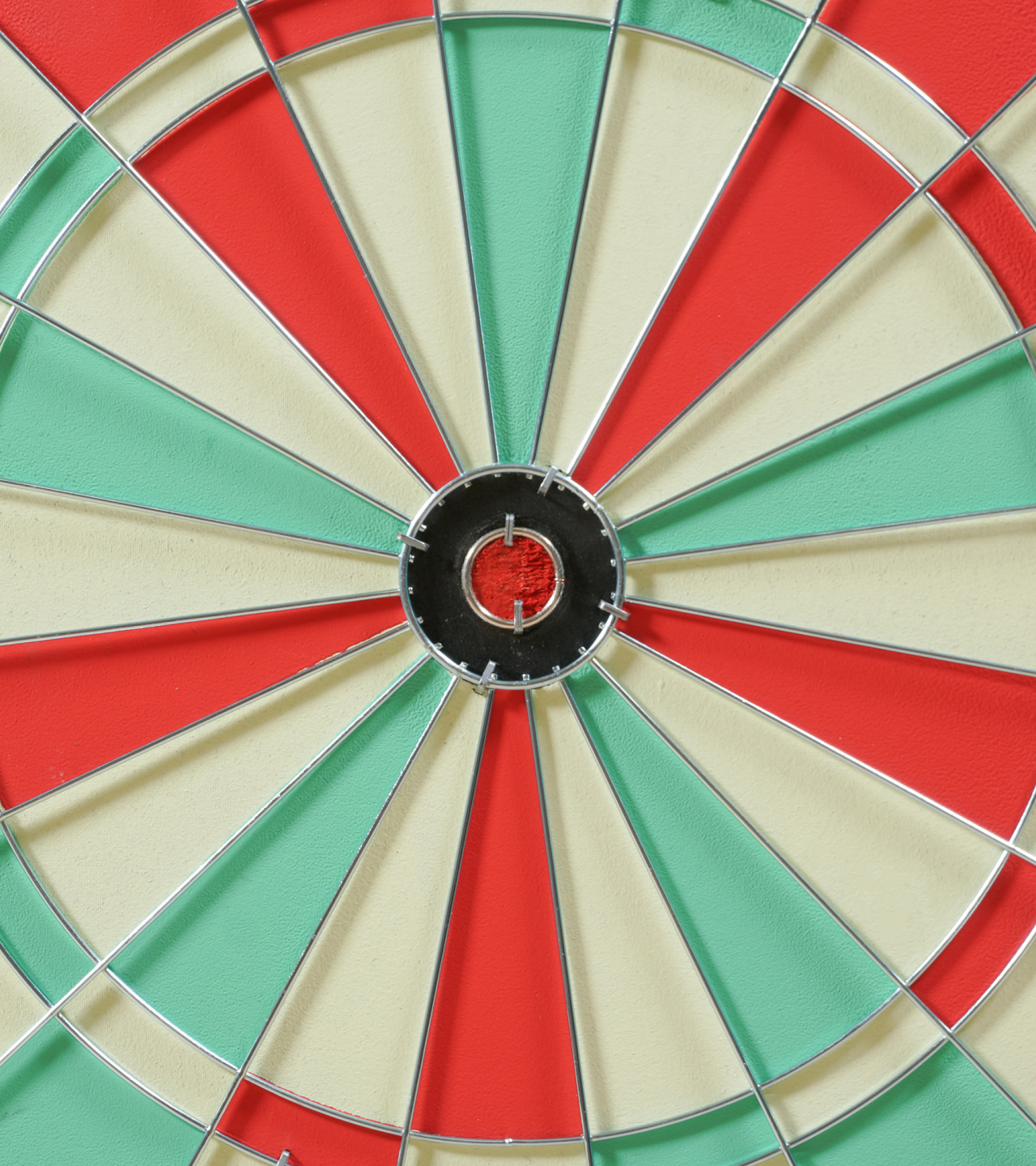
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Persona

The capturing of a name, bio, photo, and other personal characteristics and behaviours (plausible or real).

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We are focused on one leader archetype, and two personas

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IMPACT-CONSCIOUS LEADERS & TEAMS

- Genuinely care about the impact they are having on others - individually and collectively

- Seek to (truly) understand people's needs, values, and hopes & fears for the purpose of deepening connection

- Want to create safety, significance, and belonging for others

THE COURAGEOUS ACTIVIST

- Outspoken and influential leader seeking to use their power to disrupt outdated thinking, systems, and ways of working

- Activist for equity, inclusion, and justice – inside and outside of the workplace

SUPPORTING SPONSOR

- Specialized and credible leader seeking to use their power to support their team's leaders with the what they need to be successful

- Advocates for learning & development, collaboration, and equality – inside and outside of the workplace

The Courageous Activist

An outspoken and influential leader seeking to use their power to disrupt outdated thinking, systems, and ways of working.

They are activists for equity, inclusion, and justice – inside and outside of the workplace.

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Kristy (she/her)
Head of Operations

*"The system needs an overhaul,
so let's just get it Richarde!"*

I. Values and Needs

- Equity
- Equality
- Freedom
- Justice

- Inclusion
- Peace
- Openness
- Feedback

- Disruption
- Adventure
- Well-being
- Harmony

II. Leadership Story

Kristy is a senior leader (1-2 'levels' away from executive) and responsible for operational and cultural health. She is aware of the power she holds in life and seeks to use it in positive ways. Having suffered from exclusion and burnout, Kristy has developed personal and professional boundaries to prioritize her well-being. In her current role, Kristy leans on her experience and credibility to meaningfully change outdated 'capitalistic' systems and structures.

III. Leadership Behaviours

- Wears her heart on her sleeve - expresses feelings openly
- Seeks inspiration outside of traditional business and news (re)sources
- Does not engage much on social media - professionally or personally
- Participates as an activist for her noble causes (e.g., Indigenous rights)
- Invests (regularly) in therapy, coaching, consulting, and other services
- Finds adventure and joy in sports and/or outdoor activities
- Challenges people, processes, systems that misalign with values

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Kristy (she/her)
Head of Operations

IV. Conversion Factor

Influencing	Low	**Medium**	High
Buying	Low	Medium	High
Budgeting	Low	Medium	High
Procuring	Low	Medium	High
Prioritizing	Low	Medium	High
Referring	Low	Medium	High

V. Problem Areas (pain points)

o Operationalizing non-traditional ways of learning and working

o Deepening team connection, alignment, and agreement

o Getting her leadership team to practice what they preach (values)

o No access (or time to create) desired frameworks, tools, & processes

o Stuck-ness and loneliness at the intersection of team power dynamics

o Developing key skills like comms, facilitation, & design-thinking

VI. Comms & Information (Re)Sources

o Books written by DEI, social, environment, political activists

o Sessions facilitated by therapists, coaches, and advisors

o Prioritizes referrals from people who share her values (e.g., Rikki)

o Podcasts on the end of capitalism, white supremacy, colonization

o Networking at protests and similar events supporting causes

o Provides referrals primarily…

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The Supporting Sponsor

A specialized and credible leader seeking to use their power to support their team's leaders with the resources they need to grow and perform (usually budgeting approvals and requests from executive).

They are advocates for learning & development, collaboration, and equality – inside and outside of the workplace.

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Richard, He/Him/His
Director of Corporate Services

"If I create value for the business, I'll have the trust and autonomy to support my team members in the ways they need me to."

I. Values and Needs

- Honesty
- Family
- Comradery
- Loyalty
- Legacy

- Trust
- Autonomy
- Influence
- Flexibility
- Money

- Communication
- Reliability
- Results
- Sports
- Career growth

II. Leadership Story

Richard is a senior leader (1 'level' away from executive) and is accountable for a critical and growing global team. He is being primed for an executive role because of his ability to generate impressive results (e.g., MBA paid for, regular face-time with executives). A disruptive event in his late thirties made him more conscious of how he uses his power in life – as a family man and leader. Richard has a lot of autonomy and influence, which allows him to work around his family duties, and to support his team in more ways than other leaders might be able to.

III. Leadership Behaviours

- Keeps his emotional cards close to his heart – only sharing with close friends
- Wants to appear approachable, but also has 'friendship' boundaries
- Seeks inspiration from traditional and industry-specific resources
- Engages 'lightly' on social media – both professionally and personally
- Financially supports causes near to his family's heart (e.g., dementia, friends)
- Uses therapy, coaching, and consulting more reactively
- Finds adventure and joy in sports and/or travel (both as a spectator and participant)

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Richard, He/Him/His
Director of Corporate Services

IV. Conversion Factor

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V. Problem Areas (pain points + goals)

○ Aligning communication intentions with impacts (e.g. might be under-communicating)

○ Retaining talented and high-performing team members

○ Developing connection and alignment between leaders whose teams work mostly interdependently

○ Navigating specific status power dynamics (e.g., age, gender, race,...)

○ Creating a culture that supports autonomy, ownership, and fairness

○ Setting and holding relational boundaries in the workplace

VI. Information + Comms (Re)Sources

○ Reads articles and studies delivered to his inbox, from large brokerages, and research groups like Gartner and HBR

○ Passive consumer and 'liker' on LinkedIn, following industry leading companies in other countries for insight

○ Scrolls Apple News while waiting at the rink for their kids

○ Receives referrals from their network and friend groups, and acts on them once seeing testimonials or results

○ Provides referrals primarily via email and text

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