Name: Henry

"I'm an executive for a large, multinational company. Although I've enjoyed a lot of success and have moved up the corporate ladder, I'm now at a point in my career where I need a new perspective to deal with a current business challenge or to capitalize on future opportunities."

Persona: Senior Executive Shopper

Persona Type/Title: Senior executive of operations at Fortune 500 company

Product Category: For Individuals (Open Enrollment)

Buying Cycle: Discovery/Inquiry. Looking to attend a program within the next 6 to 12 months. Already has a "wish list" of business schools in mind before he begins his program search. Very likely to be an international executive. Wharton is on his short list of schools he is considering. He browses websites to research/learn more about specific business schools' offerings and expertise.

User Goals (on the website):

- Gather information about senior management programs quickly and easily
- Gain insight in to how Wharton's programs will deliver the knowledge he needs to get him ahead professionally
- Find information that distinguishes Wharton's offerings from other top business schools
- Read reviews/testimonials from other executives who have already attended
- Apply for a program and get a quick response about admittance

User Needs:

- Executive training/development tailored to senior-level executives
- A program that will acknowledge and respect his current level of expertise and experience but also illuminate and teach him something new
- A learning experience that is concentrated and in-depth, with minimal fluff
- Opportunity to network with quality peers from other companies/industries

Pain Points:

- Wants to go back to school to enhance his professional development, but he has to do it in a practical, efficient way that makes sense and have a return on the investment of his time and his company's money
- Needs quality concentrated business knowledge that will distinguish him in the marketplace and enable him to stand out as an executive

What can we do to help the senior executive convert?

- Provide calendar of upcoming, relevant program dates
- Offer personalized consultation by phone/email
- Offer detailed, relevant testimonials (or option for them to speak to an actual past participant)

Name: Joyce

"I needed a program that not only focused on the what of marketing (tactics) — but also on the why. I wanted a strategic view that included the impact of various decisions and how best to integrate them."

Persona: Open Enrollment Shopper

Persona Type/Title: Mid-level executive of marketing at mid-size manufacturing firm

Product Category: For Individuals (Open Enrollment)

Buying Cycle: Looking to attend a marketing program within the next 3 to 6 months. Has a list of topics that she is seeking to learn more about. Interested in current marketing trends. Wharton is on her short list of schools she is considering. She browses websites to research/learn more about specific business schools' offerings and expertise.

User Goals:
• Get ahead in her career — position herself for her next promotion
• Shop/browse programs within functional area of interest (marketing)
• Browse site for other offerings — also interested in leadership programs
• Get more information on the program schedule

User Needs:
• Executive training/development in marketing to prepare her for greater responsibilities
• Leadership development to enable her to lead within her organization

Pain Points:
• Lead the company through transition and growth — facing merger/acquisition/re-organization
• Need to improve skills and develop new skills to increase relevancy
• Developing their high-potential attributes (they are a high-potential)
• Support their company in upping its game
• Broaden core professional strengths across company

What can we do to help her convert?:
• Acutely address a pain point with an intended outcome (connected to a specific marketing or leadership program)
• Offer relevant programs for today's significant executive and business challenges
• Offer compelling session topics, faculty, and points of interest within program schedules
• Provide true, compelling differentiation for Wharton programs
• Provide examples of success (testimonials, cases) relevant her needs
• Provide a justification letter that she can download and provide to her supervisor to make the case for attending this Wharton program.

Name: Linda

"I am evaluating executional education providers for leadership and skills development for a group of upper-management level executives at my company."

Persona: Client Representative

Persona Type/Title: Human resources executive/learning officer of Fortune 500 company

Product Category: Custom Programs

Buying Cycle: Looking to send a group of executives to a custom-built program that teaches specific skills or solves a company problem. Wharton is on her short list of schools she is considering. She browses websites to research/learn more about premium business schools' offerings and expertise.

User Goals:
• Evaluate Wharton for inclusion in consideration set
• May attempt to research pricing
• Learn about Wharton's offerings — anticipate a review of categories and programs
• See client roster — has Wharton worked with competitiors?
• Learn about other companies' experiences – anticipate looking for case studies
• To be put in contact with a business development representative

User Needs:
• Executive training/development in a particular area like leadership
• A solution to problem facing the organization
• A competitive edge for her company

Pain Points:
• Struggling leadership/unprepared/retiring executive team (Hertz)
• Changing roles due to upcoming merger/acquisition
• Increased management responsibility
• Talent retention
• Company upping its game – wants to stay relevant/maintain leadership position

What can we do to help her convert?:
• Provide ways to contact business development team
• Provide opportunities to speak with faculty and custom program managers
• Make client names, testimonials, and case studies available on the website