



WORKING AGE PERSONA

Jess

AGE 35

GENDER Female

ACTIVITIES

- Professional development
- After-school activities
- Sports, physical fitness

VALUES

- Ambition
- Social justice
- Family

VOICE

- Informal (Hi [first name])
- Friendly professional

GOALS

- Leadership development
- Career advancement
- Networking
- Education

OBJECTIONS

- Time required
- Not enough peers
- Gender equity is solved
- Not focused on my goals

FAVORITE ORGANIZATIONS

- Professional women's organizations
- University Alumni Association

MEDIA

- CNBC, MSNBC
- Instagram
- LinkedIn
- NPR
- Podcasts
- Social influencers

CHALLENGES

- Busy, little time
- Work/life balance
- Progressing in career
- Managing stress
- Connecting with others, esp. during COVID
- Imposter syndrome

MARKETING MESSAGING

- Advance your career and develop your leadership skills with like-minded women. AAUW provides a chance to meet women of influence for networking, mentoring, and educational opportunities.

HOW WE HELP

Work Smart & Start Smart provides negotiation training. Mentorship with AAUW members can provide professional development. Virtual, asynchronous resources with in-person learning options allow engagement any time of day. Mastermind groups could assist in career advancement and networking.