



Jigsaw Discovery Tool

# Persona Power House

Utilizing psychological and neuroscience-based approaches. A profound insights into customer behavior, allowing for the development of strategies that achieve maximum impact. Blending theoretical instruction with hands-on application.

**INTERNATIONAL**

## Use Persona Power House to:

- Have enhanced Customer Understanding.
- Enable more precise targeting of marketing efforts
- Ensuring messages resonate with the intended audience
- Help in creating products and services that meets the needs and expectations of users
- Enhance the engagement and build stronger relationships with customers.
- Understand the customer and for coherent strategies

**Duration:** 1 - 2 Day

**Delivered As:** Instructor | Virtual Instructor

## Insightful . Practical . Impactful .

Embrace the persona, and become the powerhouse meant to be. True strength comes from knowing oneself and harnessing that power to lead with confidence.

## Who can Participate

A general program for all.

Executives and Managers, Team Members, HR professionals, Leadership Teams.



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