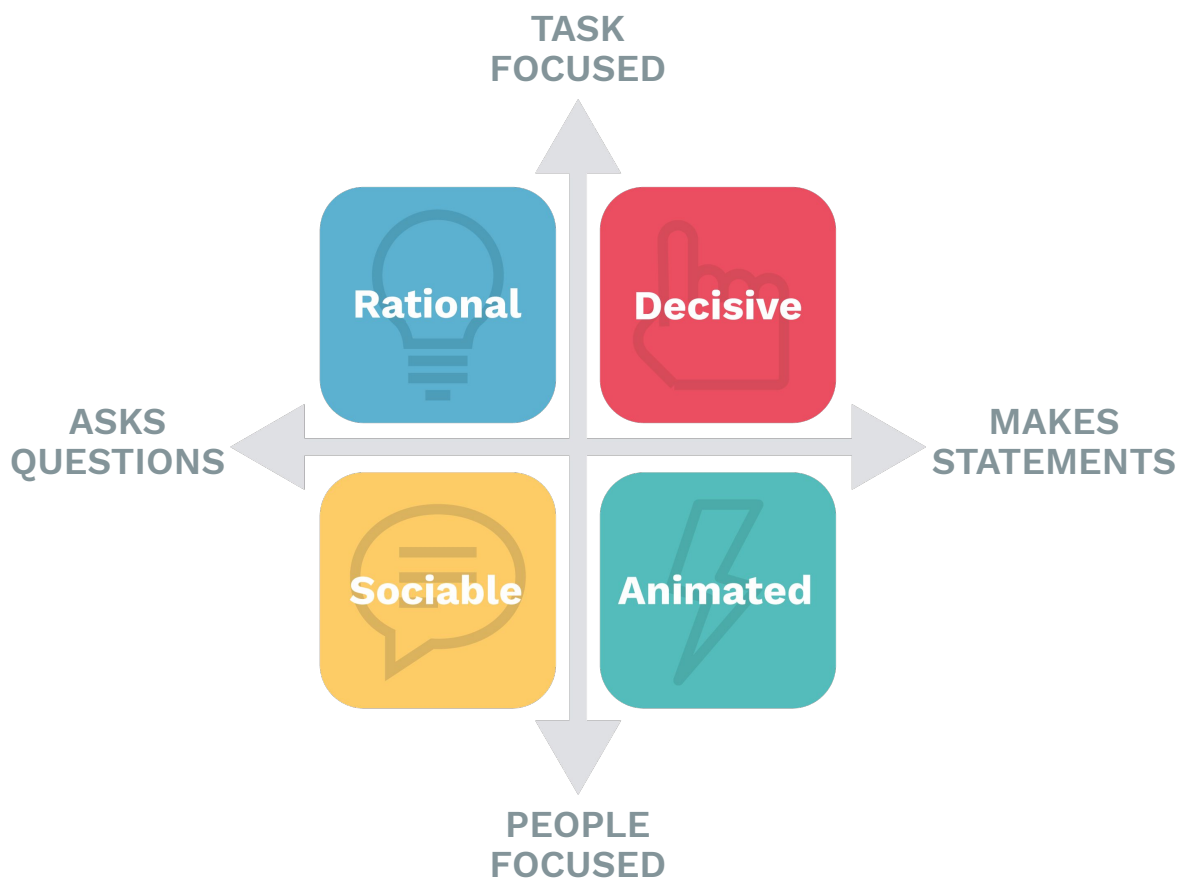


A practical and memorable thinking framework

At Persona we believe in the importance of keeping things practical and memorable. So our thinking framework is based on personality and communication styles which are descriptive, positive and rapidly internalised.

The four styles are derived from observing two fundamental aspects of thinking, communication and behaviour: Assertiveness and Responsiveness.



Combining these two aspects gives us an insight into anyone's mix of personality and communication styles. We call this their **Persona**.