

**PERSONA<sup>®</sup>**  
LIFE SKILLS



# Personal Development platform for age 13-19

Boost wellbeing, academics and employ-  
ability with our personality insights approach

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info@persona-life.com  
www.persona-life.com



Funded by  
**Innovate UK**



**SUPERCHARGER**  
Ventures

وايز  
**Wise**  
accelerator  
SHORTLIST

**SCFG**  
GLOBAL  
2022  
SUPER CONNECT FOR GOOD  
FINALIST

Global EdTech Startup Awards  
**GES Awards**  
FINALIST

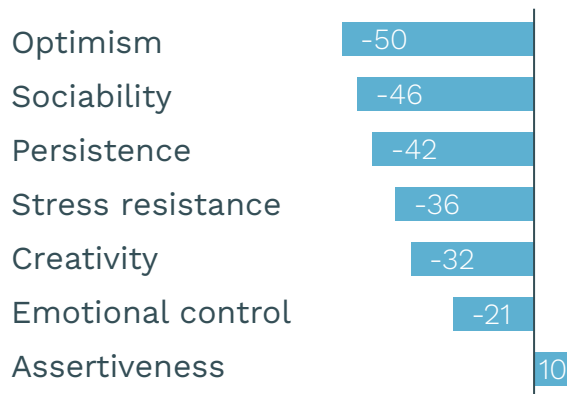
**GESS**  
EDUCATION  
AWARDS  
FINALIST

# Wellbeing and social-emotional skills drop >20% from age 10



## Social-Emotional Skills

Change age 10 to age 15 <sup>[2]</sup>



## Impact

### Social, learning, work

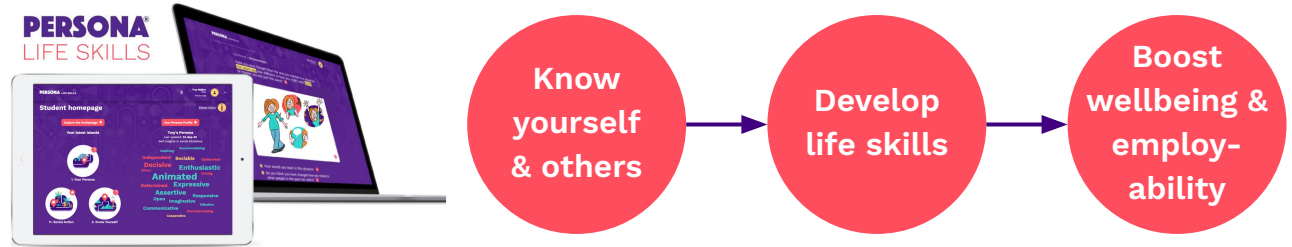
- Less agency and purpose
- Lower academic attainment
- Reduced employability

[1] EduKit/SchoolDash survey 2018/19, n=45,000 UK children, self-reported life satisfaction

[2] OECD Survey of Social and Emotional Skills 2021, n=60,000 children age 10 and 15 across 10 countries

# Personal Development for students age 13-19

**Persona Life Skills** is the online learning platform helping students navigate their life journey.



The social, practical and memorable personality insights framework at its heart makes Persona unique.

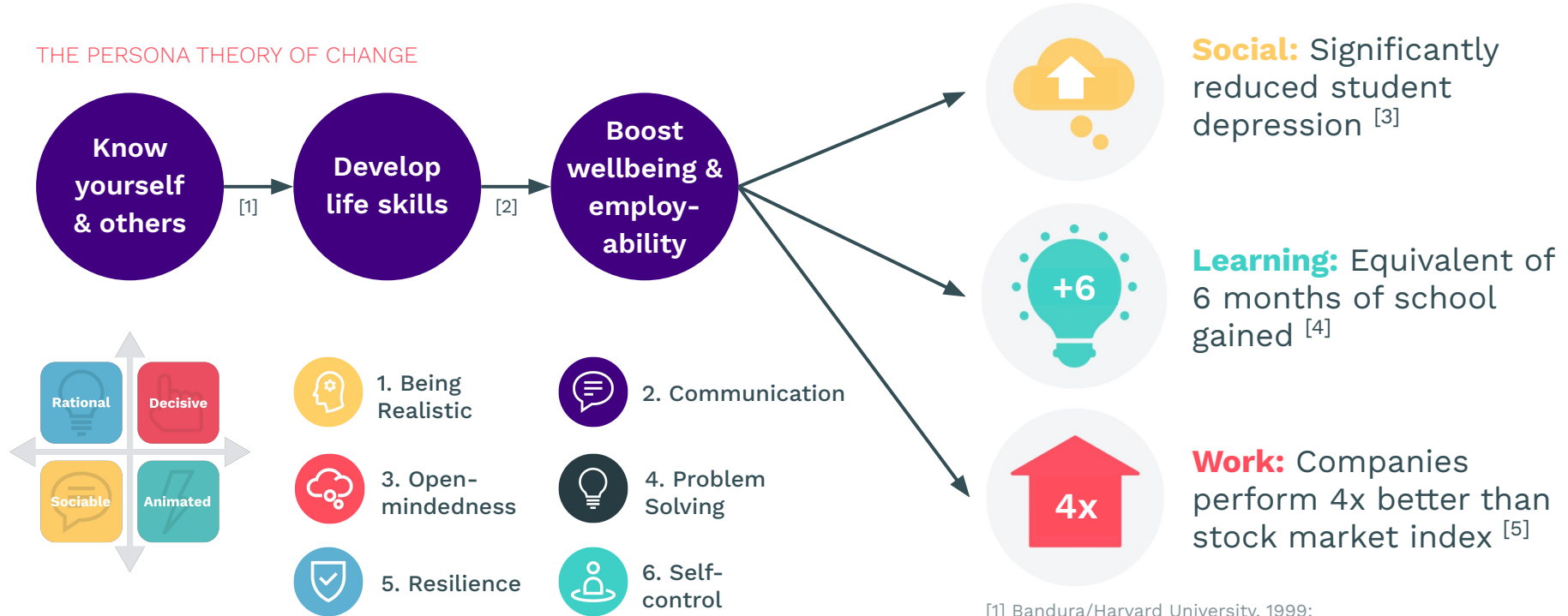
Our mission is to improve the wellbeing, employability and success of young people.

# The Persona Life Skills platform



# Learning life skills based on personality insights boosts wellbeing

## THE PERSONA THEORY OF CHANGE



[1] Bandura/Harvard University, 1999;

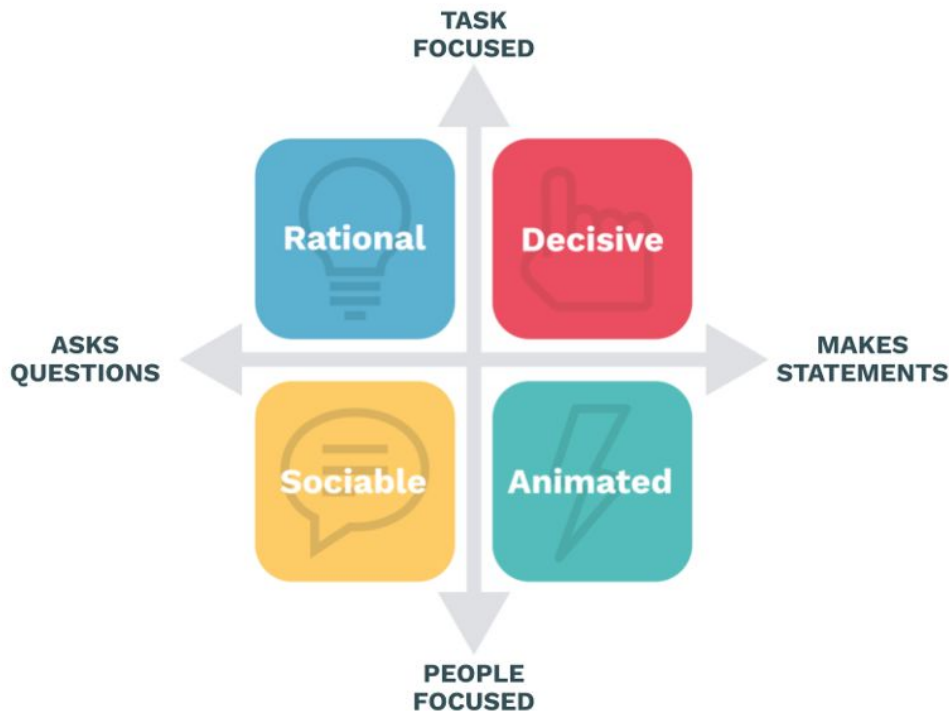
[2] Centre for Education & Youth, 2020;

[3] Journal of Consulting and Clinical Psychology;

[4] Positive Education (Australia);

[5] Business Today/Naukri.com (India)

# Practical and memorable thinking framework



- Unique IP supports the framework
- Based on robust, large scale research
- By behavioural scientists David Merrill and Roger Reid [1]
- Developed and adapted for young people by Persona
- With government R&D funding from Innovate UK (UKRI)

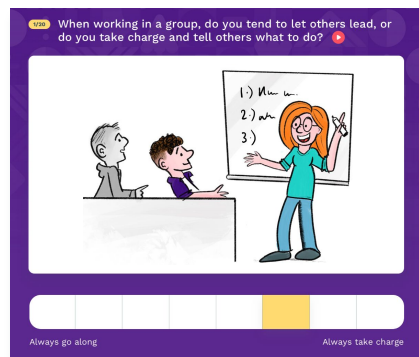
[1] Main reference: *Personal Styles and Effective Performance*



# Social and positive personality insights

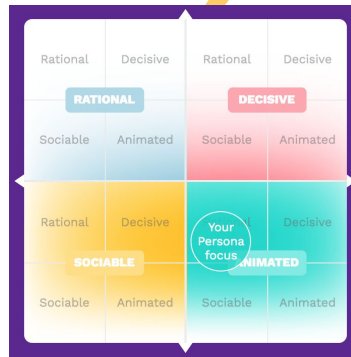
① The unique IP behind Persona is based on robust, large scale research by behavioural scientists David Merrill and Roger Reid <sup>[1]</sup>

Real life scenarios to gather input



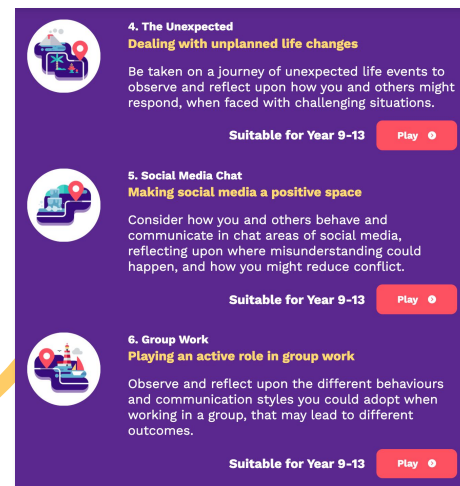
- Self insights
- Friends insights
- Invite / respond

Descriptive visual insights and guidance



Young people personality algorithm

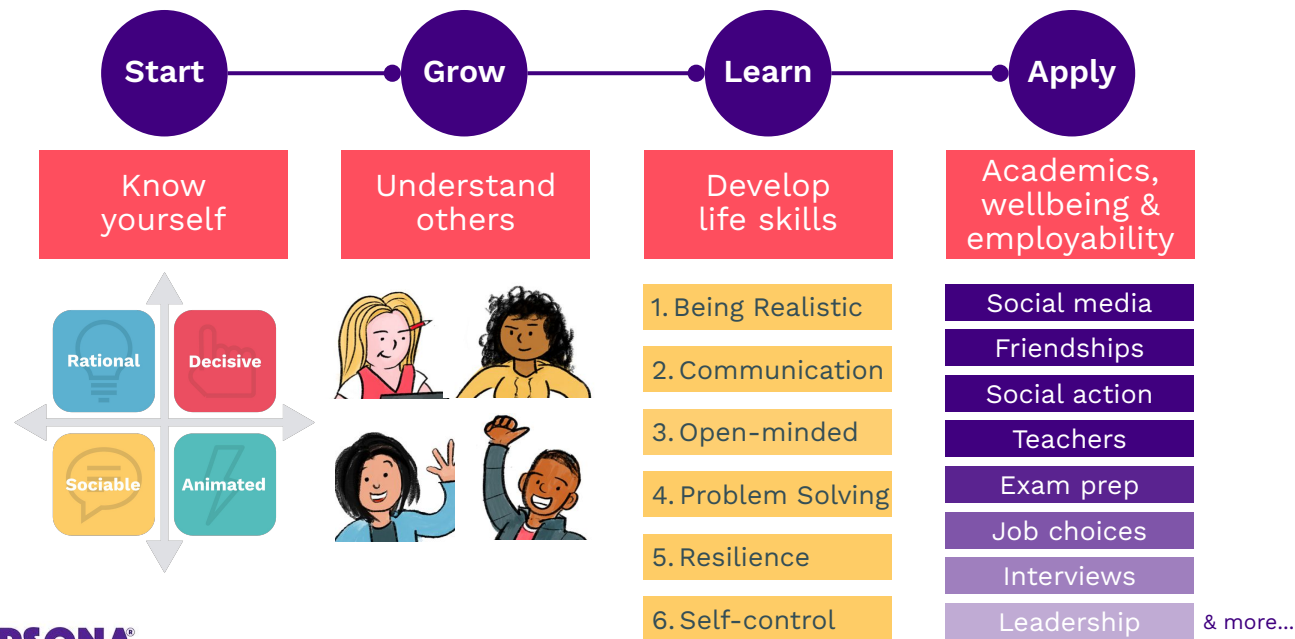
Scaffolded learning modules building 22 social-emotional skills



[1] Main reference: Personal Styles and Effective Performance, 1981

# Sequential modules for meaningful outcomes

Scaffolded curriculum supporting cycles of learning, from concrete, to contextual, to mastery.



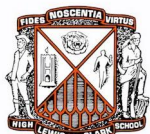
*Targeted outcomes:*

- Boost wellbeing
- Greater employability
- Improve academics
- Increase EQ
- Higher self-worth
- More positivity
- Better communicator
- Inform life choices
- Better decisions
- Reduce conflict
- More equality



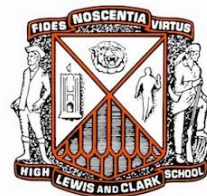
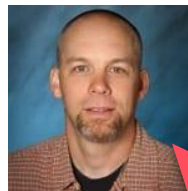
# Endorsed by schools and students

523 schools in 44 countries have signed up to use Persona Life Skills, in the United States and beyond



After using Persona Life Skills:

94% of students say they learnt how to improve targeted life skills<sup>[1]</sup>



*"Persona is user-friendly and covers a breadth of topics, allowing students to reflect on themselves in directed and important ways."*

– Cory Davis, English & Psychology Teacher, Lewis & Clark High School, Spokane (United States)

Read more reviews at [EdTech Impact](https://www.edtechimpact.com)

[1] Based on feedback from 5,489 students at schools and colleges in 21 countries.

# Persona's 22 life skills map to CASEL, ACT, OECD and others



Skillsets	Life skills
<b>1. Being realistic</b>	1. Goal-setting 2. Stress management 3. Time management
<b>2. Communication</b>	4. Active listening 5. Processing information 6. Speaking formally 7. Speaking informally 8. Writing formally 9. Writing informally
<b>3. Open mindedness</b>	10. Empathy 11. Respect 12. Willingness to change
<b>4. Problem solving</b>	13. Conflict management 14. Creative thinking 15. Critical thinking 16. Effective teamwork
<b>5. Resilience</b>	17. Perseverance 18. Self-confidence 19. Staying positive
<b>6. Self-control</b>	20. Being adaptable 21. Managing feelings 22. Self awareness



Collaborative for Academic, Social, and Emotional Learning

Self awareness	●
Self management	●
Responsible decision making	●
Communication	●
Relationship skills	●
Social awareness	●

ACT HOLISTIC FRAMEWORK™

ICT	—
Problem solving	●
Thinking skills	●
Learning skills	●
Acting honestly	●
Getting along with others	●
Keeping an open mind	●
Composure	●
Social connection	●
Sustaining effort	●
Self-knowledge	●
Environmental factors	—
Integration	●
Managing career and education	●



Task performance	●
Emotion regulation	●
Collaboration	●
Open-mindedness	●
Engagement with others	●
Compound skills	●

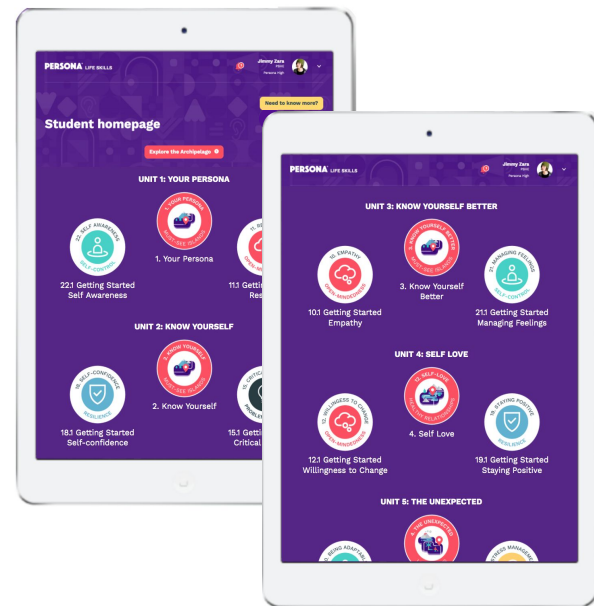


International Baccalaureate

Inquirers	●
Knowledgeable	●
Thinkers	●
Communicators	●
Principled	●
Open-minded	●
Caring	●
Risk-takers	●
Balanced	●
Reflective	●

# Scaffolded homepage learning journey

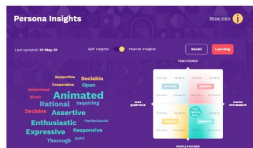
- Each ~2 hr Unit includes three modules
- One teacher-facilitated module; two self-directed
- Across **Social**, **Learning** and **Work** contexts



# What's included in the subscription plan?

**PERSONA®**  
LIFE SKILLS

## Student Persona Profile



- Student Persona Insights
- Friends Insights
- Student Persona Adaptability
- Share Insights on social media

## Teacher Persona Profile



- Teacher Persona Insights
- Colleagues Insights
- Teacher Persona Adaptability
- Share Insights on social media

## 66 x self-directed life skills learning modules (15-20 mins)



- 22 x Level 1 Start modules
- 22 x Level 2 Apply modules
- 22 x Level 3 Challenge modules

### PAID SUBSCRIPTION      FREE ACCOUNT

YES	YES
YES	YES
YES	NO
2024	2024

YES	YES
YES	NO
YES	NO
2024	2024

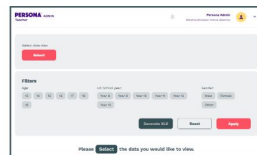
YES	YES
YES	NO
YES	NO

## 46 x teacher-facilitated learning modules (45-60 mins)



- 3 x foundational modules
- 18 x life challenge modules
- 6 x new life challenge modules
- 6 x new life challenge modules
- 6 x new life challenge modules

## Monitoring and reporting



- Groups – Monitor student progress
- Dashboard – Impact tracking
- Student certificates/report card
- Student digital badges

### PAID SUBSCRIPTION      FREE ACCOUNT

YES	YES
YES	NO
2024	NO
2025	NO
2026	NO

YES	YES
YES	NO
YES	NO
2024	NO

YES	NO
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## Future new content and features

Free account: Unlimited students and teachers; selected content.

Paid Subscription: Based on number of students.

School/college subscription: To 31-Aug (of following year if after 31-May).

Teacher/Student subscription: 12 months

Discounts for 2 or 3 yr plan, >2,000 users, and Flagship schools.

# Persona Life Skills pricing

## Get started with a free 90 Day Trial

Register a Free school/college account, then add unlimited students and invite other teachers.

Start your free 90 Day Trial of selected modules and features, then upgrade to a Paid Subscription, or keep your Free account.

Or, choose an affordable Teacher Package (Wellbeing, Academic or Careers), or individual Student accounts.

**PERSONA**<sup>®</sup>  
LIFE SKILLS

### Free account

- Persona Insights
- 3 x teacher-facilitated modules
- 22 x self-directed modules
- Progress monitoring

### Paid Subscription

- Full access to all modules
- Persona Adaptability
- Teacher colleagues insights
- Dashboard to track impact

## USD subscription pricing


Example annual prices*	Number of students				
	100	200	500	1,000	2,000
<b>Per student</b>	<b>\$19</b>	<b>\$18</b>	<b>\$17</b>	<b>\$15</b>	<b>\$14</b>
2 year licence	\$18	\$17	\$15	\$14	\$13
3 year licence	\$17	\$15	\$14	\$13	\$12

\* Excluding VAT/GST where applicable

**Pricing options and calculator:** [www.persona-life.com/pricing](http://www.persona-life.com/pricing)

**Register Free account:** [www.persona.education/register](http://www.persona.education/register)



A background image showing a group of students in a library or study hall. In the foreground, a young man is looking down at a laptop. Behind him, two young women are smiling and looking at a laptop. The woman on the right is holding a rolled-up document. The scene is brightly lit with warm tones.

# Watch our 2 min intro



<https://www.youtube.com/watch?v=veMsyLRNwbU>





# PERSONA®

[www.persona-life.com](http://www.persona-life.com) | [info@persona-life.com](mailto:info@persona-life.com)