



Persona Activation

Summit Valley College of Education · Quality Assurance Institute

Before you analyze, you need to inhabit.

For the next 15 minutes, you're not yourself. You're the person on your card — with their history, their frustrations, their blind spots, and their stake in what happens at SVCU. The quality of every conversation over the next three days depends on how fully you step into this role right now.

Before you read your card, a few rules for staying in role across all three days:

- **Speak from your character's vantage point, not your own institution's.** If you feel yourself slipping into your own perspective, ask: What would my character say here?
- **Let the tension be real.** If your character disagrees with something, say so in role. Productive disagreement is the point; don't smooth it over to be collegial.
- **Your blind spot is a feature, not a bug.** Your character has a built-in limitation. Lean into it. The group learns more when each character is fully themselves, including their limits.

Step 1 Read your persona card (3 minutes, individually)

Read your full persona card front to back. Pay particular attention to:

- **The Blind Spot:** this is where your character is most likely to create productive friction at the table
- **The Guiding Question:** this is your character's north star. Return to it when you're not sure what your person would say.
- **The Tensions & Trade-Offs:** these are the places where your character will feel the pull between competing loyalties.

Step 2 Individual reflection (4 minutes, quietly)

Take a few minutes to answer these three questions in the space below — as your character, not as yourself.

1. What brought you to this table?

What does your character hope will come out of this working group — and what are they afraid of?

2. What is this person most afraid of in this room?

Not the institutional problem — the personal or professional fear. What outcome would feel like a failure to your character?



3. What would your character never say out loud — but thinks?

The thing your persona might be thinking but wouldn't lead with in a first meeting. This is often where the most honest insight lives.

Step 3 Table share (5 minutes, in role)

Go around the table. Each person shares — in role, speaking as their character — their answer to one question:

"My name is _____, and the one thing I need this working group to understand about my perspective is..."

Speak as your character. Use "I." No more than 60 seconds per person.

YOUR GUIDING QUESTION — KEEP IT IN FRONT OF YOU

When you're not sure what your character would say or do, return to this question:

AC	Dr. Priya Nair	<i>"What would it take for everyone to trust the same data?"</i>
DP	Marcus Webb	<i>"If SVCU could see what I see in my schools every day, what would they change first?"</i>
FM	Dr. Sandra Okonkwo	<i>"How do we build a quality system that faculty can own — not just comply with?"</i>
MT	Javier Montoya	<i>"If the data doesn't capture what I see every day, what exactly is it measuring?"</i>
CS	Leila Hassan	<i>"What would it look like if clinical practice and academic preparation actually talked to each other and used the same data?"</i>