

PERSONA[®]
LIFE SKILLS



Social-emotional life skills online learning

Boost wellbeing and employability with our personality insights platform

20-Apr-22

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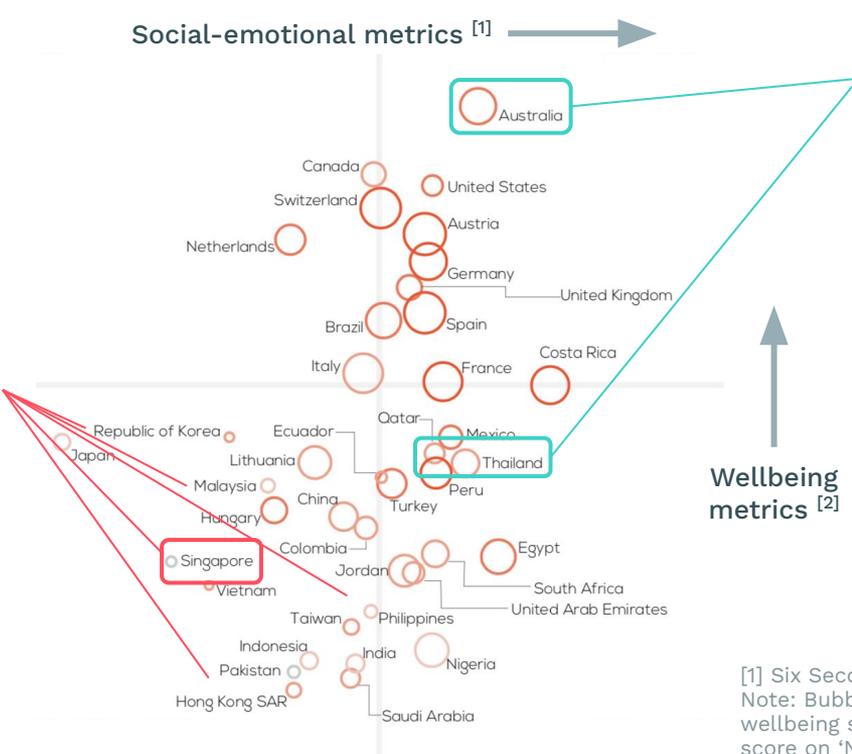
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www.persona-life.com



Asia and Middle East face a wellbeing and social-emotional crisis

CHALLENGE FOR ASIA AND MIDDLE EAST

Many Asian and Middle Eastern countries score low on Wellbeing and on Social-Emotional metrics.



ROLE MODELS

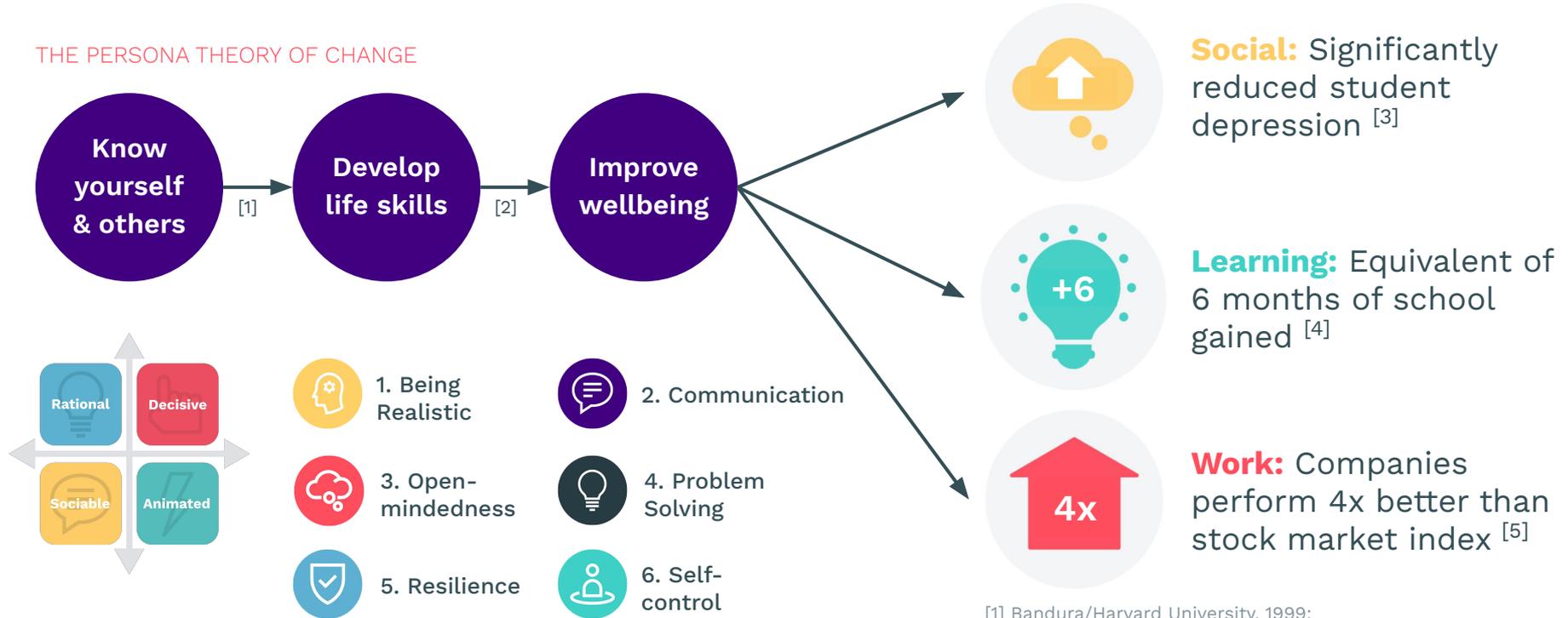
Australia scores high on both Wellbeing and Social-Emotional metrics

Thailand and Qatar score high on Social-Emotional metrics

[1] Six Seconds; [2] WHO
 Note: Bubble size = Six Seconds Emotional Intelligence wellbeing score (SEI); darker bubble colour = higher SEI score on 'Navigate Emotions' metric

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;

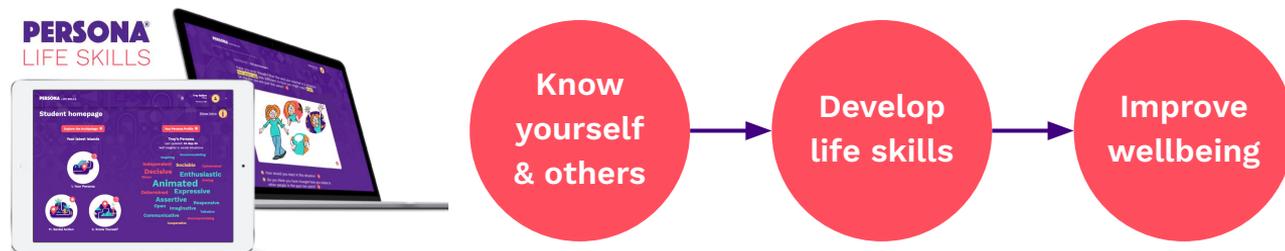
[3] Journal of Consulting and Clinical Psychology;

[4] Positive Education (Australia);

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

Online SEL for secondary schools and colleges

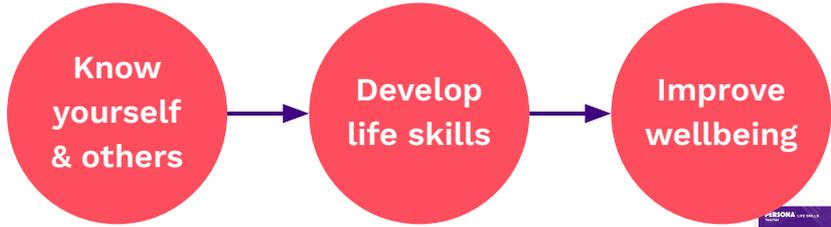
Persona Life Skills is the social-emotional learning platform helping students navigate their life journey.



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

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

The Persona Life Skills platform



>40 life skills learning modules

>20 scaffolded life challenge modules

Built-in teacher guidance

Classroom and remote learning

Dashboards to manage and track

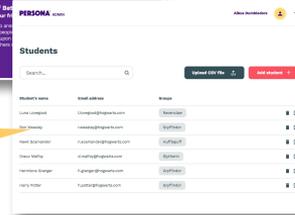
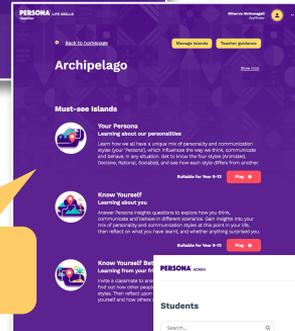
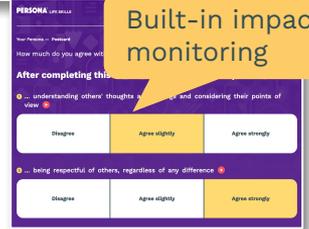
An engaging learning metaphor

Unique personality insights framework

Interactive, social student activities

Memorable, practical insights

Built-in impact monitoring



Endorsed by schools and students

236 schools in 28 countries have signed up to use Persona Life Skills, in Southeast Asia and beyond



After using Persona Life Skills:

91% of students say they learnt how to improve targeted life skills^[1]

9%

“Persona Life Skills gave us a new perspective, to implement PSHE in our school. Teachers found it easy to sign up, the help desk was efficient and on hand very quickly.”

– Head of Student Welfare, ELC International School (Malaysia)



“An easy, communicative, self focused, non-assessed, interesting, comprehensive and effective way of providing a platform for self directed improvement.”

– Chief Academic Advisor, Narayana Vidyalayam (Nagpur, India)



[1] Based on feedback from 7,061 students at schools in the UK, Spain, India, Indonesia, Malaysia, Singapore, Myanmar, Czech Republic, Ghana and the US.

Descriptive 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 [1]

Real life scenarios to gather input

When working in a group, do you tend to let others lead, or do you take charge and tell others what to do?

1) Never
2) Sometimes
3) Always

Always go along Always take charge

- Self insights
- Friends insights
- Invite / respond



Teenage personality algorithm

Descriptive visual insights and guidance



Scaffolded learning modules building 22 social-emotional skills

4. The Unexpected
Dealing with unplanned life changes

Be taken on a journey of unexpected life events to observe and reflect upon how you and others might respond, when faced with challenging situations.

Suitable for Year 9-13 Play

5. Social Media Chat
Making social media a positive space

Consider how you and others behave and communicate in chat areas of social media, reflecting upon where misunderstanding could happen, and how you might reduce conflict.

Suitable for Year 9-13 Play

6. Group Work
Playing an active role in group work

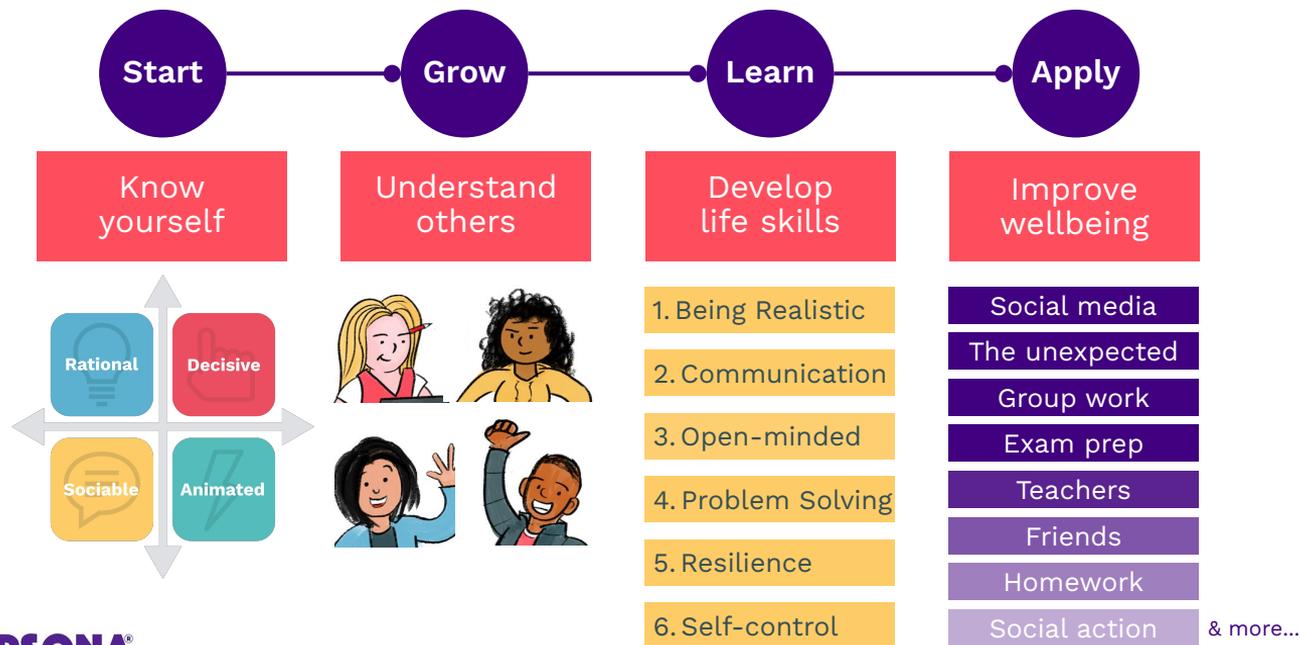
Observe and reflect upon the different behaviours and communication styles you could adopt when working in a group, that may lead to different outcomes.

Suitable for Year 9-13 Play

[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:

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

Persona's 22 life skills map to MoE, IB, Cambridge and other benchmarks



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



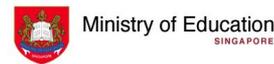
Inquirers	●
Knowledgeable	●
Thinkers	●
Communicators	●
Principled	●
Open-minded	●
Caring	●
Risk-takers	⦶
Balanced	●
Reflective	●



Intellectual enquiry	●
Flexibility & responsiveness to change	●
Working & communicating in English	●
Influencing outcomes	●
Cultural awareness	●



Feelings about school	●
Perceived learning capability	●
Self regard	●
Preparedness for learning	●
Attitude to teachers	●
General work ethic	●
Confidence in learning	●
Attitudes in assessment	-
Response to the curriculum	⦶



Self-awareness	●
Social awareness	●
Self-management	●
Relationship management	●
Responsible decision-making	●

What's included in the subscription plan?

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Student Persona Profile



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

PAID SUBSCRIPTION	FREE ACCOUNT
YES	YES
YES	YES
YES	NO
2022	2022

Teacher Persona Profile



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

PAID SUBSCRIPTION	FREE ACCOUNT
YES	YES
YES	NO
YES	NO
2022	2022

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



- 22 x Level 1 Getting Started modules
- 22 x Level 2 Applying modules
- 22 x Level 3 Challenge modules

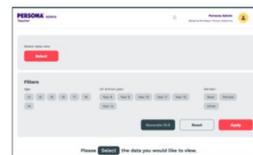
PAID SUBSCRIPTION	FREE ACCOUNT
YES	YES
YES	NO
2022	NO

60 x teacher-facilitated learning modules (60 mins)



- 3 x foundational modules
- 21 x life challenge modules
- 12 x new life challenge modules
- 12 x new life challenge modules
- 12 x new life challenge modules

Monitoring and reporting



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

PAID SUBSCRIPTION	FREE ACCOUNT
YES	YES
2022	NO
2023	NO
2024	NO
2025	NO

Future new content and features

YES	NO
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Persona Life Skills pricing

Free account: Unlimited students and teachers; selected modules.

Paid Subscription for full access: Price based on number of students.

Annual subscription to 31-Aug (of following year if after 31-May).

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

Subsidised pricing for Low/Lower Middle income countries (World Bank).

Get started with a free 90 Day Trial

Register a Free teacher account, then add unlimited students (min. age 13) and invite other teachers.

Choose when to start your free 90 Day Trial of selected Paid Subscription modules and features.

After the 90 Day Trial, upgrade to a Paid Subscription to access all modules and features, or continue using your Free account.

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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

SINGAPORE subscription pricing

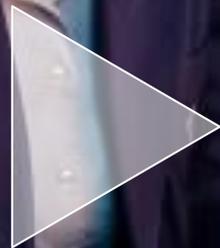
Example annual prices*	Number of students				
	100	200	500	1,000	2,000
Per student	\$27.90	\$26.00	\$24.20	\$22.30	\$20.50
2 year licence	\$26.00	\$24.20	\$22.30	\$20.50	\$18.60
3 year licence	\$24.20	\$22.30	\$20.50	\$18.60	\$16.70

* SGD, excluding VAT/GST where applicable.
Contact us for your quotation.

Register Free account: www.persona.education/register

A photograph of three students in a library or study area. A young man in the foreground is looking at a laptop screen. Two young women are sitting next to him, looking at the screen and smiling. The woman on the right is holding a rolled-up document. The background shows other students and bookshelves.

Watch our 2 min intro



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



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