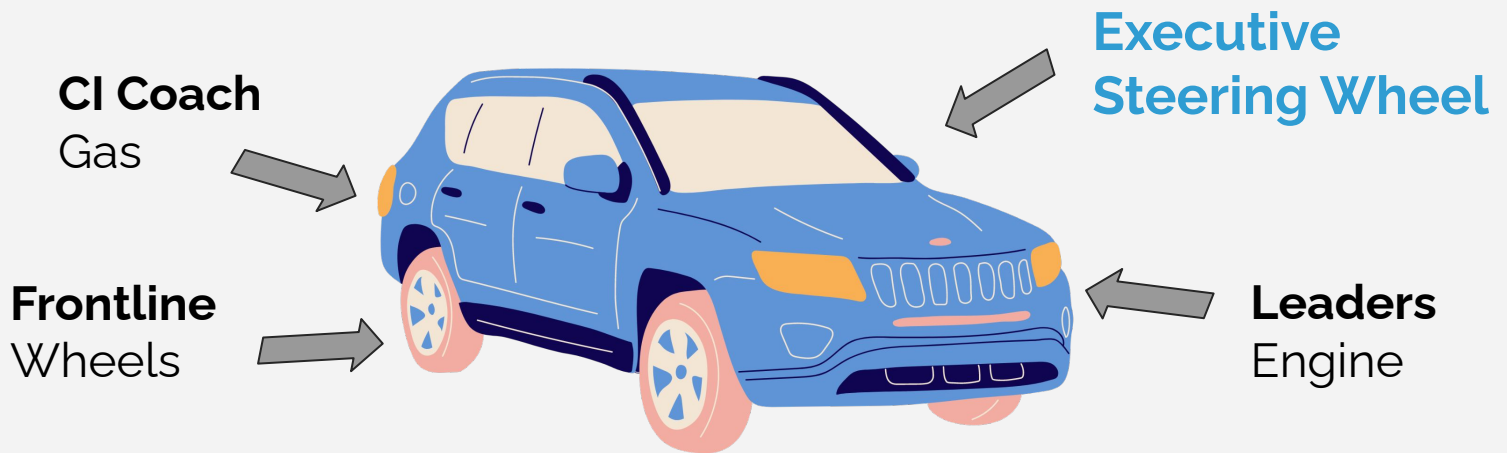# Personas & Habit Loop

Personas are the different groups of people using KaiNexus, each with different needs, environments, responsibilities, and goals. By creating a habit loop for each persona, and by Workflow as needed, we can better meet the needs of these individuals at scale.

CI Coach
Gas

Frontline
Wheels

Executive Steering Wheel

Leaders
Engine

Frontline: Participate in improvement work and projects but who are not responsible for higher-level improvement work like coaching or planning and organizing strategic efforts.

Leader: While not directly responsible for improvement as a part of their daily work, they are highly invested in its success as a way to achieve organizational goals and strategic initiatives. They have a responsibility to promote improvement and encourage engagement.

Executive: While not directly responsible for improvement as a part of their daily work, they are highly invested in its success as a way to achieve organizational goals and strategic initiatives. They have a responsibility to promote improvement and encourage engagement.

CI Coach: Primarily responsible for establishing and sustaining their organization's culture of continuous improvement. At some organizations, this is a single individual, while others may have a whole department dedicated to this task.

KaiNexus Champion: The primary contact with the KaiNexus team. Champions are typically the KaiNexus admins and regularly meet with their CSM to ensure ongoing system management and adopt best practices.

Executive Persona Habit Loop

Cue

Attend regularly-scheduled meeting with CI Coach

Routine

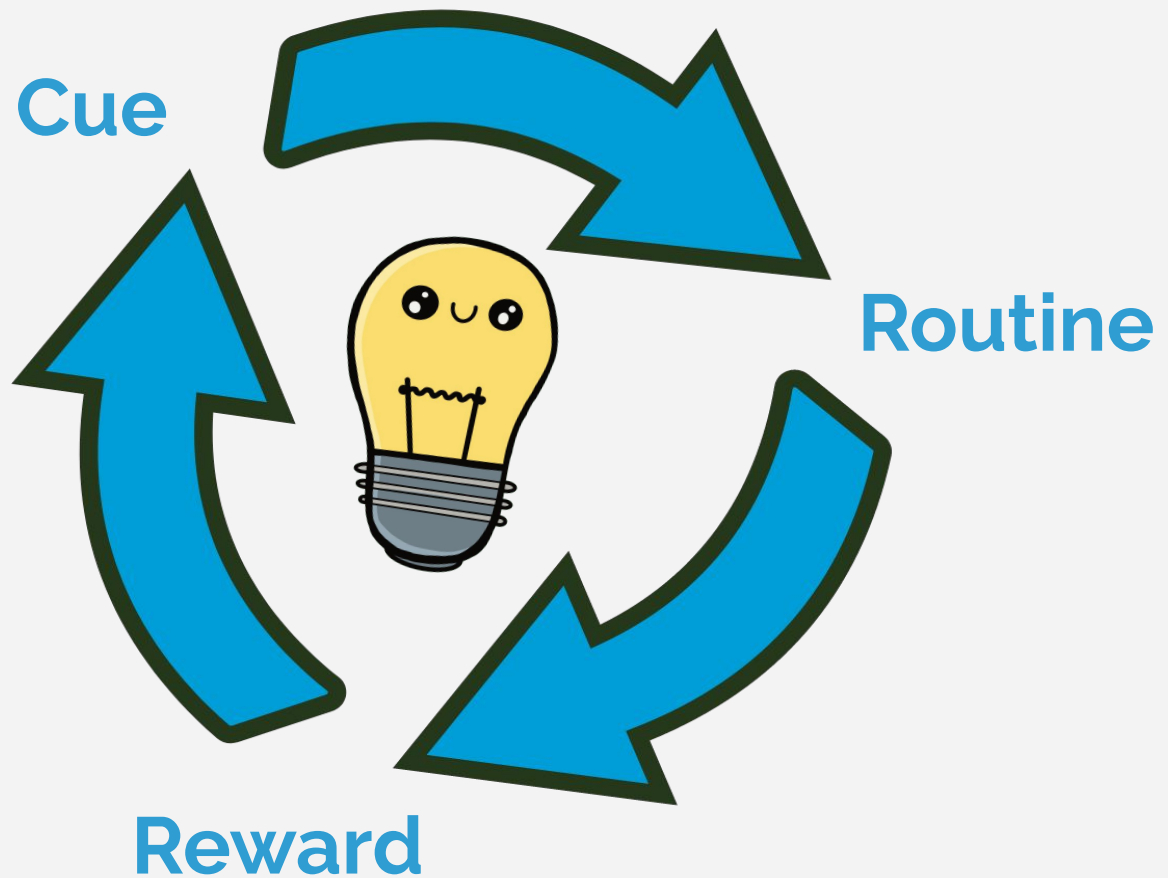Review Metrics & engage with Improvements

Reward

Increased Knowledge, Reach Organizational Goals, and Badges

Great Idea! - Executive

Engagement 40%

Impact 60%

M T W TH F SA

Where Executives can engage with Items

Where Executives can view key information

Habit Loop Resources

Cue

Routine

Reward

Find more information by watching our Habits & CI Webinar Series Here