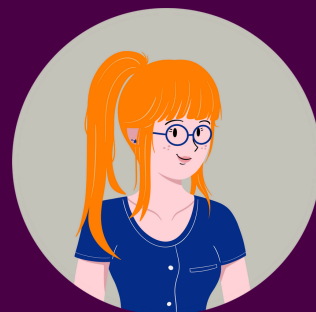
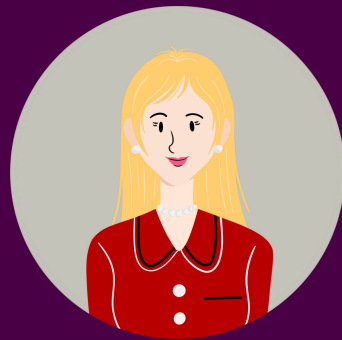


Winning C-Suite buy-in for HR programmes: A persona guide



Stop writing **comms**.
Start driving **change**.



The C-suite can be your biggest ally, or your biggest hurdle, when rolling out HR initiatives. This guide helps you understand their priorities, anticipate objections, and tailor your approach for each persona.

Why use personas?

Different executives care about different things. A CFO may scrutinise budgets, while a COO focuses on operational disruption, and a CEO wants to see alignment with company vision. Strategic internal communications means speaking each leader's language so your HR programme feels essential to their priorities.



1. The CEO – The Visionary



Primary focus: Business growth, brand reputation, culture as a competitive advantage.

Likely concerns: ROI, market positioning, long-term relevance.

Key messaging tactics:

- **Tie your programme to company vision, growth strategy and company goals.**
- **Show how it strengthens the employer brand and attracts talent.**
- **Use concise, high-impact messaging, no jargon, just impact.**

Example pitch:

"This leadership development programme will future-proof our talent pipeline, ensuring we have the skills to support our 3-year expansion plan."

2. The CFO – The Gatekeeper

Primary focus: Cost management, efficiency, return on investment.

Likely concerns: Budget, hidden costs, tangible outcomes.

Key messaging tactics:

- **Provide a clear cost-benefit analysis.**
- **Highlight cost savings or efficiency gains.**
- **Show evidence from case studies or benchmarks.**

Example pitch:

"By implementing this HR platform, we can cut manual admin by 40%, freeing up 200 HR hours per year, worth £X in operational savings."



3. The COO – The Operator

Primary focus: Operational efficiency, process optimisation, minimal disruption.

Likely concerns: Implementation complexity, downtime, resistance to change.

Key messaging tactics:

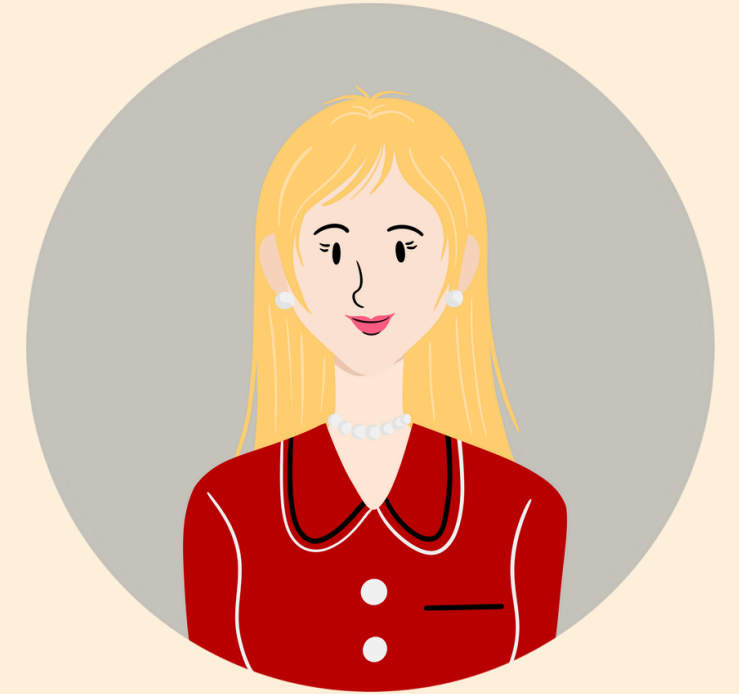
- **Outline a smooth rollout plan with minimal disruption.**
- **Show how the programme integrates with existing processes.**
- **Demonstrate how it will make daily operations more efficient.**

Example Pitch:

"This onboarding process will reduce time-to-productivity for new hires from 6 weeks to 4 weeks, increasing output without adding headcount."



4. The CHRO – The People Strategist



Primary focus: Culture, engagement, retention, talent development.

Likely concerns: Manager buy-in, employee engagement, sustainability.

Key messaging tactics:

- **Share how the programme supports culture and engagement goals.**
- **Provide data on retention, productivity, and satisfaction.**
- **Offer tools for ongoing adoption and measurement.**

Example Pitch:

"This wellbeing programme will help reduce sickness absence by 15% and increase employee engagement scores by 10 points over 12 months."

5. The CMO – The Brand Builder

Primary focus: Employer brand, employee advocacy, consistency of messaging.

Likely concerns: Misalignment between internal and external brand.

Key messaging tactics:

- Link HR initiatives to brand storytelling.
- Show how engaged employees strengthen the company's market reputation.
- Collaborate on cross-channel messaging for consistency.

Example pitch:

"This values rollout will give employees the language and tools to share our story externally, strengthening recruitment campaigns."



Tactics that work across all personas

- ✓ **Data + Story:** Use numbers for credibility and stories for connection.
- ✓ **Visual Summaries:** Short decks, dashboards, or one-pagers.
- ✓ **Cadence:** Plan updates post-approval, buy-in is ongoing, not one-off.
- ✓ **Involvement:** Invite them to be visible champions of the initiative.



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How Thesmia.ai can help

Use Thesmia's senior leadership buy-in prompts to:

- Create persona-based pitches and decks for each C-suite member.
- Develop tailored talking points and objection-handling responses.
- Build influence plans and update cadences that keep leaders engaged post-launch.

💡 **Your message gets heard when it speaks their language, and Thesmia helps you find the right words, every time.**

Thesmia.ai

