



Age 43

STRATEGIC
ENTREPRENEURIAL
ASSERTIVE

“I want my team to take initiative within set parameters, and I don’t want to be surprised by our own projects.”

> DEMOGRAPHICS AND DESCRIPTORS

MBA • wants the whole picture • **workaholic**
often relies on intuition to make decisions
always connected to iPhone • married with 2 kids
oversees 4 VPs • **travels 70% of the year**
time is his most valuable commodity
annual salary is \$88k

> KEY OBSTACLES & OPPORTUNITIES



Lack of process. Chris’ team isn’t empowered to carry out tasks without him, and there aren’t clear rules for evaluating success or next steps



Board Involvement. Chris’ doubt in his team’s ability to deliver on projects leads him to over-involve the board, which adds bureaucracy



Travel & Schedule. Travel and scheduling demands mean Chris isn’t involved in projects and must rely on others for project updates

> RELEVANT TOUCHPOINTS & SERVICES

Foundations of
Project Design

Adaptive Project
Management

Custom
Consulting



Name and role of the fictitious customer. Alliteration helps!

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3 key descriptors

> KEY OBSTACLES & OPPORTUNITIES

"I want my team to take initiative within set parameters, and I don't want to be surprised by our own projects."



Lack of process. Chris' team isn't empowered to carry out tasks without him, and there aren't clear rules for evaluating success or next steps.



Board Involvement. Chris' involvement in the team's ability to deliver on projects leads him to over-involve the board, which adds bureaucracy which will promote empathy for their unique situation.



Travel & Schedule. Travel and scheduling demands mean Chris isn't involved in projects and must rely on others for project updates.

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Additional demographic and descriptive information help create a more real and recognizable customer

What this person might say is his or her goal (that relates to your organization/industry)

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Foundations of Project Design

Adaptive monthly newsletter

This section helps you think about what you offer -- the touchpoints, products or services that are most relevant to this persona