



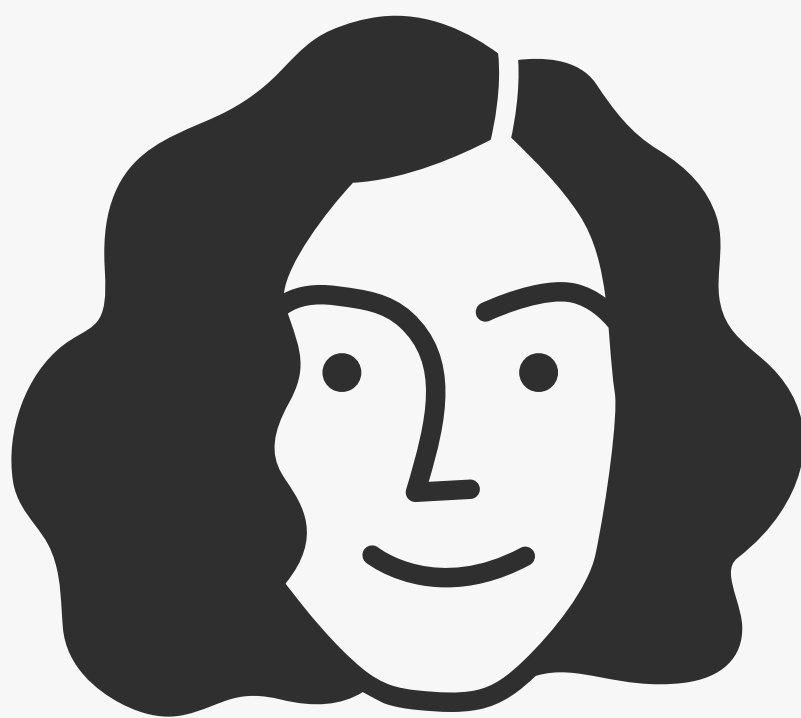
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name
Short summary of the persona

Reduce costs, optimize operations and free up resources to deliver better programs and services.

Make smarter, faster decisions with clear visibility and control of your organization

Unite fragmented data and ease the burden of maintaining multiple systems

Whether government mandated or chosen by the company to protect itself, insurance costs can be significant

So monitoring a big budget and large range of marketing expenses is a good problem to have

Most employees' favorite expenses - maybe next to travel - are of course the small gifts and perks the company gives them for their service

Business expenses are deductions from taxable income

Depreciation recaptures on gains specific to real estate property are capped at a maximum of 25%

The main deductible categories are direct expenses, indirect expenses, and interest on debt

Business expenses refer to the costs incurred by a company in order to keep its operations running

One of the most common business expenses is payroll. This includes paying employees for their time and work

This can be for office space, manufacturing facilities or storage areas depending on the type of business you run



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?