

# Adriana Simmons



**Job Title**  
Team Lead

**Age**  
18 to 24 years

**Highest Level of Education**  
Master's degree (e.g. MA, MS,

## Social Networks



**Industry**  
Technology

**Organization Size**  
51-200 employees

## Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Face-To-face
- Social Media

## Tools They Need to Do Their Job

- Word Processing Programs
- Cloud-Based Storage & File Sharing Applications
- Email
- Project Management
- Business Intelligence Dashboards
- CRM Software

## Job Responsibilities

People Management, Task Creation, Progress Reports

## Their Job Is Measured By

Team Productivity, Goals Achieved, Customer Satisfaction

## Reports to

President, Director

### Goals or Objectives

Revenue, Customer Satisfaction, Task Completion

### They Gain Information By

Online Courses, Trainee Programs and Conferences

### Biggest Challenges

- Employee Morale
- Resources
- Project Management & Disorganization

### Too many things to do, too hectic.

Adriana has shared with us that her team is experiencing constant burnouts. Seems like her problem involves the complexity of all the systems they have to use. She has decided to experiment with small and easy to navigate task/to-do list system.