

**About Travis:**

Travis is the “The Guy” for everything. He can help you set up your new AWS instance, get started with Aha!, create a new Jenkins build, troubleshoot just about anything and even develop when he has a spare second. While this is a fantastic reputation to have, Travis knows all the time and effort required to maintain a group of “In-The-Know” individuals in each of the organizations and teams responsible for each of these offerings/services. In truth he has earned such a reputation by knowing the “Next Guy” to get in touch with for whatever it is you might be trying to accomplish and this expansive network is not by choice. True to the “developer” persona, Travis would rather find his answers to questions independently by searching the GE Network, like he would on the external network rather than by contacting someone.

Travis has adapted well to the “connected world” we live in today. He does casual technology/development projects on his own on rainy days and reads tech-news during his lunch breaks. He graduated from Michigan Tech. with a degree in Computer Engineering, but has focused more on project management since his late-twenties.

**Age:** 36

**Location:** AMSTC, MI

**Tech Exp:** Medium

**Position:** IT Project Manager/Developer

**“I know exactly what I am looking for, I just don’t know *where* it is”**

**Travis Trapper**

**Behavioral Considerations:**

* Would rather work independently but his answers normally come in the form of the right person to call in order to find the engagement starting point
* Looks more for engagements starting points and support documentation (SOPs, How-Tos) than he does people
* Just wants to be pointed in the right direction so that he can get started – a true “go-getter”
* Is typically spread thin as he runs several IT initiatives, each providing vastly different benefits for GE.
* Continue to be able to support his initiatives by acquiring and maintaining the services/offerings those initiatives utilize
* Find out enough information about an offering/service/project/person so that he can sound intelligent on a call
* Search less – do more. He is not looking to do research, but looking to get something done

**Goals:**

* Find the team/contact to make a change or configure something he doesn’t have access to
* Find the starting for some engagement – ideally an internal resource rather than a person
* Find out if the job responsibilities of person *X* mean they will know the answer to his question

**Tasks:**

* Finds himself making 4-6 attempts to find the right information – which is typically outdated
* Having to talk to someone rather than just getting it done himself
* Outdated and incorrect information

**Frustrations:**



**About Maria:**

**Behavioral Considerations:**

**“There has to be an easier way…. I just want to do the things that matter”**

Maria’s people skills have people skills. She is a rising star in GE, even though she has only been with the company for a few years. Maria is responsible for managing a company-wide IT solution and few direct reports whose success in GE she also cares deeply about. She is mainly responsible for the day to day operations of the project and for conducting troubleshooting sessions and acquiring new offerings & services for her team. Maria does her best to stay apprised of goings on in GE which directly affect her project or team in order to make sure she is utilizing the best solutions & benefits possible.

Maria doesn’t think much of GE’s search capabilities. Therefore she typically uses her “magic bookmark list” or contacts people until she gets the one who can help her. She typically only searches to find specific information about an individual she is helping troubleshoot an issue. Sometimes these methods fail her and she is stuck searching up to 10-12 times to find the information she needs. Maria has a degree in Business Administration from Toccoa Falls College and is never two feet from her IPhone.

**Maria Marshall**

**Age:** 35

**Location:** New Orleans, La

**Tech Exp:** Medium-Low

**Position:** Program Manager

* She would need a good reason to change her system for getting her job done at GE – cares about interaction cost
* Cares greatly about her success, the success of others and GE as a whole
* Willing to put in the time to get it done well and get it done right
* The most interesting part of her job is interacting with people, her technical responsibilities are fairly mundane
* Acquire the *best possible* Tools, Resources (eg. Training/benefits) and Services her team needs in order to be successful
* Support her project by being it’s public face to the greater GE and running troubleshooting sessions
* Continue to build her network of contacts who help her get things done and her bookmark list of engagement starting points

**Goals:**

**Tasks:**

* Find out the what the best resources available for her team are
* Find specific information about customers (eg. Legal entity) to support troubleshooting sessions
* Find the starting point for new engagements or recall the starting point for existing engagements
* Find the answer to broad questions such as “Who is the asset manager for *X*  business?”

**Frustrations:**

* Inaccurate or Outdated information
* Seeing the same result for each business, not just hers
* That sometimes it seems like the data she needs just doesn’t exist in GE or she doesn’t have access to it.



**About Richard:**

* Complex and hard to use systems that slow down his process
* Inaccurate or outdated information

Richard is a new hire to GE who is bringing with him a diverse set of experiences from both public and private service. Having grown up as part of the “last newspaper” generation in rural Minnesota he values 1x1 conversations. While technology isn’t really his greatest strength, Richard is blessed with an innate ability to read people and charm his way to the information he needs in order to complete his job. Richard takes his job responsibility seriously and is quickly earning the respect of his senior leadership through his highly disciplined and organized approach to reporting information. Richard’s philosophy for work does not end with himself, but extends to everyone in his network. He frequently works as an advocate on their behalf, sheltering them from the politics so they can focus on being successful for GE. Richard’s job requires that he be intimately familiar with all of GE’s businesses and their operations in order to evaluate current events, threats, etc in the proper context. Having to answer “Which offices in GE Capital use the Swift Payment System?” is just another day at the office.

* Locate experts in specific areas across GE, could be a person in each business or organization with similar responsibilities
* Get an understand of GE Policies/Rules and Benefits in order to advocate for his network
* Find answers to hard questions to answer without access to tribal knowledge “New CIO for Healthcare?”

**Tasks:**

**Richard Rohr**

**Age:** 54

**Location:** Cincinnati, OH

**Tech Exp:** Low

**Position:** Business Intelligence Leader

* Loyal, Dedicated and Old-School. Richard can be counted on to get the job done, but he will do it is way.
* Best to give him a tool to expedite his current process rather than try to change it
* Likes the challenge of tracking down the right information – willing to make many attempts to get the answer
* Not easily discouraged

**“If this tool helps me to more accurately find the information I need – that would be great. If it doesn’t – my current process works just fine”**

* Find points of contact for who will have insights into specific areas of GE
* Get an intimate understanding of GE
* Find tooling to support his “way” of working

**Goals:**

**Frustrations:**

**Behavioral Considerations:**