

## Disciplined Entrepreneurship Workbook

### Step 12: Determining the Customer's Decision-Making Unit (DMU)

#### Worksheet

Determine the Decision-Making Unit (DMU)			
	<u>End User Persona (Step 5)</u>	<u>Economic Buyer Persona</u>	<u>Champion Persona</u>
<b>Name</b>	Eleni Demetriou	Andreas Kyriakou	George Papadopoulos
<b>Title</b>	Senior Associate, Legal Advisor	Managing Partner	Partner, Regulatory Law Specialist
<b>Demographic Summary</b>	<ul style="list-style-type: none"> <li>Female, Age: 38, Income: €45,000–€65,000</li> <li>LLB from University of Cyprus, LLM from King's College London</li> <li>Married, two children, Greek Cypriot, Centrist political views</li> </ul>	<ul style="list-style-type: none"> <li>Male/Female, Age: 40–55, High-income bracket (€100K+)</li> <li>Law degree, extensive experience in legal practice</li> <li>Often based in Nicosia or Limassol, Cyprus</li> </ul>	<ul style="list-style-type: none"> <li>Male, Age: 45, High-income bracket (€100K+), Limassol</li> <li>Law degree with specialization in EU law</li> </ul>
<b>Psychographic Summary</b>	<ul style="list-style-type: none"> <li>Passionate about legal justice, EU compliance, and technology-driven efficiencies</li> <li>Detail-oriented, conscientious, cautious yet tech-curious</li> </ul>	<ul style="list-style-type: none"> <li>Driven by efficiency, profitability, and maintaining firm competitiveness</li> <li>Highly values reputation, risk management, and technological advancement</li> </ul>	<ul style="list-style-type: none"> <li>Motivated by professional credibility, efficiency gains, and technological adoption</li> <li>Prefers precision, innovation, and time-saving solutions</li> </ul>
<b>Proxy Products</b>	LexisNexis, Westlaw, PDF annotation software, EU Law Tracker app	Westlaw, LexisNexis, advanced legal management software	Westlaw, LexisNexis, Google Scholar, internal legal document repositories
<b>Watering Holes</b>	Cyprus Bar Association meetings, LinkedIn legal groups, EU law seminars	Cyprus Bar Association, LinkedIn, LegalTech conferences	Cyprus Bar newsletter, LinkedIn groups, LegalTech Cyprus, Internal Legal Forums
<b>Day In the Life</b>	Spends significant time on regulatory/legal research, drafting documents, compliance checks	Strategic firm management, client interaction, compliance oversight	Heavy legal research, frustration with current research inefficiencies, client preparation and delegation
<b>Priorities (Top 4 in order)</b>	<ol style="list-style-type: none"> <li>Avoiding Non-Compliance and Legal Errors</li> <li>Staying Up to Date on Legal Changes and Case Law</li> <li>Delivering Results Quickly and Accurately</li> <li>Career Growth and Recognition</li> </ol>	<ol style="list-style-type: none"> <li>Firm profitability and cost management</li> <li>Efficiency in legal service delivery</li> <li>Risk and compliance management</li> <li>Innovation and technological integration</li> </ol>	<ol style="list-style-type: none"> <li>Accuracy of legal information</li> <li>Time-efficiency in research</li> <li>Ease of integration with current workflow</li> <li>Cost-effectiveness</li> <li>Access to latest legislative updates</li> </ol>
<b>Key Selling Points to this Person</b>	<ol style="list-style-type: none"> <li>Real-time legislative updates</li> <li>Significant time savings (30–50%)</li> </ol>	<ol style="list-style-type: none"> <li>Reduced legal research costs</li> <li>Enhanced firm productivity and profitability</li> </ol>	<ol style="list-style-type: none"> <li>Streamlined research workflow</li> <li>Reliable, updated legal content</li> </ol>

	3. High accuracy and reliability of legal insights			3. Strengthened compliance and risk management			3. High ease of integration and use		
	<b>Primary Influencers</b>	<b>Secondary Influencers</b>	<b>Veto Power</b>	<b>Primary Influencers</b>	<b>Secondary Influencers</b>	<b>Veto Power</b>	<b>Primary Influencers</b>	<b>Secondary Influencers</b>	<b>Veto Power</b>
<b>People</b>	Senior Partners, Tech-savvy Associates	Legal consultants, Academic researchers	Managing Partner, IT	Senior Partners	Legal consultants, Academic researchers	Managing Partner	Tech-savvy Associates	Legal consultants	Managing Partner
<b>Organizations</b>	Cyprus Bar Association	University of Cyprus Law Faculty	Compliance Managers	Cyprus Bar Association	University of Cyprus Law Faculty	Compliance Managers	Cyprus Bar Association	University of Cyprus Law Faculty	Compliance Managers
<b>Info Sources</b>	LegalTech conferences	LinkedIn, industry reports	Bar Association communications	LegalTech conferences	LinkedIn, industry reports	Bar Association communications	LegalTech conferences	LinkedIn, industry reports	Bar Association communications

**Qualitative Summary: How would you qualitatively summarize the DMU in three sentences or less?**

The Decision-Making Unit for legal tech solutions is typically led by senior lawyers who emphasize accuracy, compliance, and operational efficiency. They are strongly influenced by tech-forward champions such as legal operations professionals or innovation-minded partners who advocate for change. The decision process incorporates guidance from trusted professional bodies and benchmarks. Final decisions rest with equity partners or managing directors who hold financial authority and are accountable for organizational objectives. Successful adoption depends on provable accuracy, seamless workflow integration, and a clear, compelling ROI.