



ROLE

EXECUTIVE

## Goals

My goals are:

- Increase product profits to please investors.
- Become the market leader in number of users.
- Reduce unnecessary expenses (wasted time and resources).

## External influences

- Board of directors demands excellent profits for this tax season.
- Planned sabbatical coming up soon.

## Concerns

My concerns are:

- Employee morale is low.
- The market competition is fierce.
- Customers are mostly unwilling to pay for extra services/features.