

User needs

Who for?

Motive?

Why?

Boss/CEO

Establish greater sense of being 'in the know'.

To see where we are at in terms of "softer skills", for instance.

Upper/HR

Understand the performance of people (gain insight)

"Have richer conversations" with stakeholders thanks to data

Middle/Team Leader

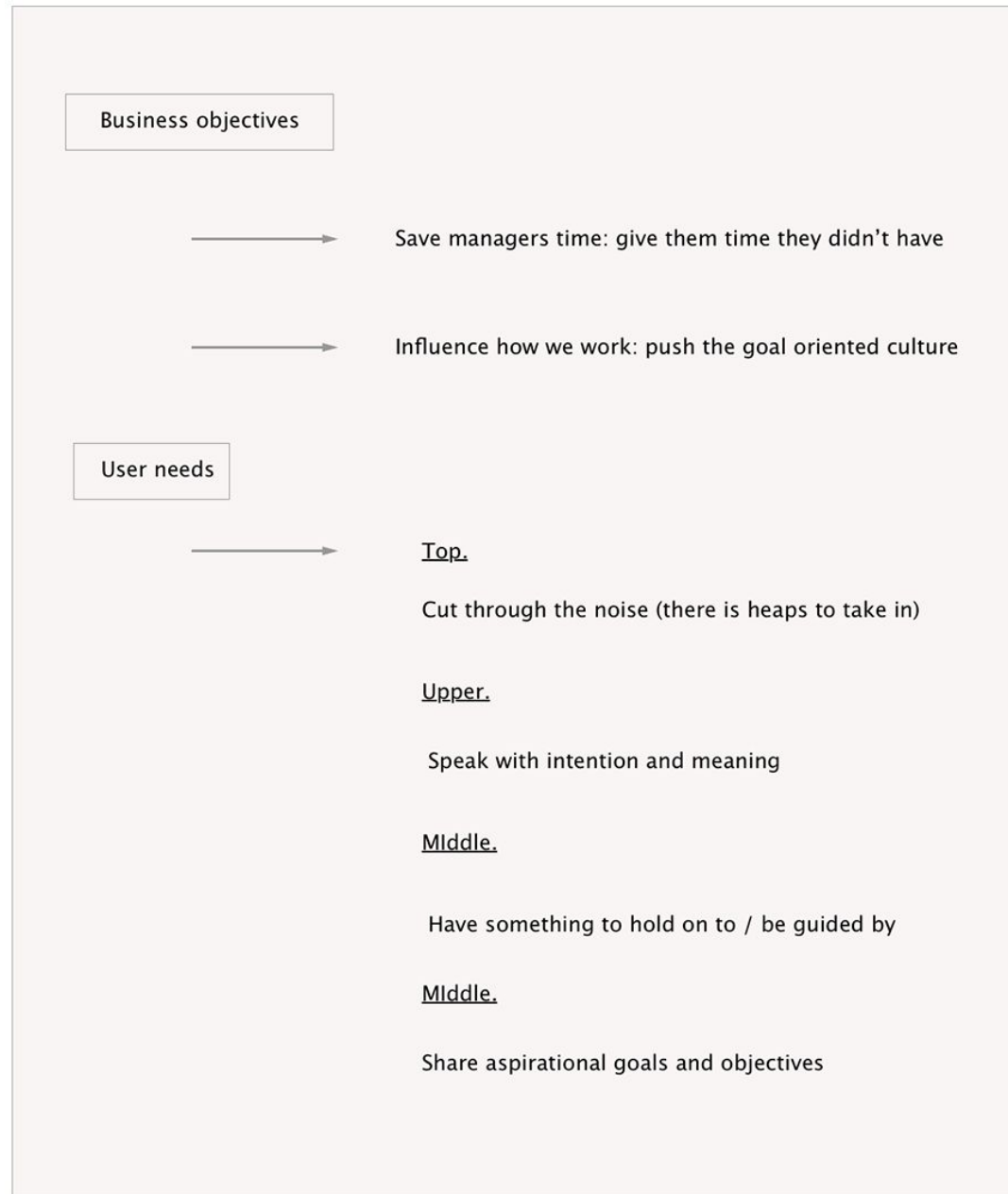
Monitor a team easily (generate focus)

Save time, boost productivity with shared focus on "future aspirations"

Operations/Team Member

Establish and track goals / objectives in a streamlined manner)

Make it "less daunting", share them to work collaboratively with manager



Strategic goals or objectives.

Two-fold

● Empower:

Managers to lead
Teams to achieve