

# Macho Manager



"Recruit the talent, Retain the talent,  
Promote the talent"

Age: 30-50

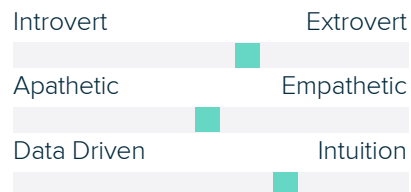
Work: Manager

Family: Married, kids, etc.

Location: India

Character: Influencer

## Personality



Mentor

Task Master

Goal Oriented

## Goals

- Employee Development
- To make sure jobs are completed on time (new managers)
- Employee satisfaction index (Happiness quotient)
- To act as mentors and build a long-lasting relationship.

## Frustrations

- Maintainability of feedbacks & interactions is a huge challenge (Leads to time wastage, no defined template)
- Tracking of historical records is not available at a central place for an employee.
- No effective way to generate insights from qualitative feedback.
- Freshers are not satisfied with the current process (want early promotions)
- Not enough support/coaching available to effectively transform into a manager's role.

## Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

## Motivation

Incentive

Fear

Growth

Power

Social

## Channels to Connect to Employees

Over a coffee (Adhocs)

Direct Tools (Slack/Teams/zoom)

Regular Scheduled Check in

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*