

Drew | Administrator

Arlington,
VA

L&D Lead at
Deloitte Digital



“ I care about what's best for the studio, but I struggle to do that without powerful analytics tools ”

Main Goal

Drew wants to keep the studio on track in terms of both budget and learning.

Value Drivers

Transparency

Learning

Tailored process

Easy access

Insight into budget

Scenario

Drew oversees all incoming requests and has the most insight of all approvers into the budget. He uses the data collected from the portal to inform decisions about next year's budget, and generally calculates the impact to the current budget when making a request decision.

Needs

Analytics

Drew needs tools to make synthesizing big-picture data easy.

Balance

Drew wants practitioners to know about the portal and understand how to use it, but he doesn't want people to take advantage of it.

Frustrations

Tailoring

All approvers see the same data and all requests follow the same process, and Drew knows that this causes major inefficiencies.

Tools

Drew is not equipped with the tools he needs to make informed predictions.

Core Traits

Tech-Fluent

Drew makes sure to stay informed about the latest tech trends and best practices.

Goal-oriented

Drew makes sure a request aligns with big-picture goals before making a decision.