

Karen | Leadership

Arlington,
VA

Service Line
Lead at Deloitte
Digital



“ I want every practitioner to have an equal opportunity to learn and grow ”

Main Goal

Karen wants practitioners to strengthen their skills through continuing education opportunities so that the studio maintains its eminence.

Value Drivers

Transparency

Learning

Tailored process

Easy access

Insight into budget

Scenario

As the head of the studio, Karen is the final approver; every request goes through her. She want users to have more insight into the process and budget, and she doesn't want to have to approve every single request - in fact, she only scrutinizes requests that seem expensive or out of the ordinary. Karen also makes decisions about the budget based on utilization of the past year's budget.

Needs

Analytics

Karen needs quick, at-a-glance information to inform her decisions.

Balance

Karen wants practitioners to know about the portal and understand how to use it, but she 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 Karen knows that this causes major inefficiencies.

Transparency

Karen does not have insight into the feedback from all the approvers that came before her.

Core Traits

Tech-Fluent

Karen makes sure to stay informed about technology so she knows what the studio should be investing in.

Goal-oriented

Karen considers big-picture goals when making decisions.