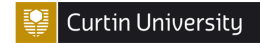


# ROLE CARD: OPERATIONS MANAGER



**Your Background:** You've been with RetailFlow for 15 years, working your way up from store associate to regional operations manager. You've seen three "revolutionary" technology projects fail spectacularly. You run a tight, efficient operation and don't want disruption.

## **Your Hidden Concerns:**

- "If it ain't broke, don't fix it" - your current system works fine
- Your team is already stretched thin with existing responsibilities
- You don't really understand AI and that makes you deeply uncomfortable
- Last time IT implemented something "game-changing," it crashed for 2 weeks and you had to clean up the mess
- This feels like another corporate initiative that will dump work on your team

**Your Secret Motivation:** You're 5 years from retirement with a good pension. You want stability, predictability, and no disasters. But you also don't want to be labeled "the person who blocked innovation" because that could affect your legacy and final years.

**Your Language:** Practical and skeptical: "How does this actually work in the real world?" "What happens when it breaks?" "Who's responsible when something goes wrong?"

## **In Conversations, You:**

- Ask "what could possibly go wrong?" repeatedly
- Want proof this has worked somewhere else first
- Need concrete guarantees about backup plans
- Worried about the burden on your already busy team during implementation
- Bring up past tech failures as cautionary tales

## **What Makes You Cooperate:**

- Proof of success elsewhere
- Clear contingency plans
- Minimal disruption to current operations
- Your team's involvement in design decisions