



Behaviors:

- Receives news via Times of Oman or OmanOne
- Administration is largely paper-based
- Uses computer recreationally but job is largely paper based
- Gives 1-2 presentations every 2 weeks
- Socializes with affluent groups of Omani business leaders and expats

Facts:

- Late 40's-early 50's
- Mid-level manager at a private bank
- Graduated from Sultan Qaboos University
- Studied abroad in the UK
- Speaks English fluently
- Married with 4 children

Needs & Goals:

- Understand how to give an effective presentation
- Quickly create a presentation using different programs (PowerPoint or Keynote)
- Present effectively to a room of senior managers and expats
- Communicate articulately in a speech setting
- Reinforce education/knowledge through effective presentation