

Achy Accountant User



"Getting old isn't a walk in the park."

Age: 52

Work: certified accountant

Family: married, 3 grown kids

Location: London, UK

Goals

- less wrist pain
- increase productivity
- play with future grandkids

Frustrations

- wrists always hurt after a couple hours at work.
- his productivity is down
- two sick days in two months

Bio

Bob Brown has been an employee of Accounting Done Right for 29 years. He's experiencing a lot of wrist pain that his doctor says is caused by repetitive stress injuries and has diagnosed him with tenosynovitis. His productivity has fallen by 5% this year and his manager wants him to perform better. His first grandchild is on the way and he wants to be able to hold her and play with her in the years to come.

Motivation

Incentive



Fear



Growth



Social



Power



Personality

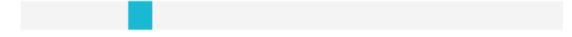
Introvert

Extrovert



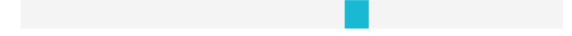
Thinking

Feeling



Sensing

Intuition



Judging

Perceiving

