Mindful Martha

Job Title
Nurse

Age
25 to 34 years

Highest Level of Education
Doctorate (e.g. PhD, EdD)

Social Networks

Industry
Health Care

Organization Size
501-1000 employees

Preferred Method of Communication

- Face-To-face
- Phone
- Email

Tools They Need to Do Their Job

Enter text here

Their Job Is Measured By

nursing hours per patient day, nurse-patient ratios

Job Responsibilities

Observing and recording patient behavior. Performing physical exams and diagnostic tests. Collecting patient health histories.

Goals or Objectives

Promotion, better work-life balance

Reports to

Nurse manager

Biggest Challenges

- Employee Morale
- Professional Development

They Gain Information By

Conferences, Trainings

FRUSTRATIONS:

Time Management, and getting enough sleep to wake up early and be active.

Timer Tiffany

Job Title
Sales Rep

Age
35 to 44 years

Highest Level of Education
Doctorate (e.g. PhD, EdD)

Social Networks

Industry
Finance

Organization Size
51-200 employees

Preferred Method of Communication

- Face-To-face
- Text Messaging
- Email
- Phone
- Social Media

Tools They Need to Do Their Job

- Reporting Software

Their Job Is Measured By

Leads and revenue generated

Job Responsibilities

Sales

Goals or Objectives

Reach sales quotas, be the number 1 sales rep

Reports to

Sales Manager

Biggest Challenges

- Navigating Client Relationships & Communications
- Project Management & Disorganization

They Gain Information By

Conferences

FRUSTRATIONS:

Procrastination, and wants to spend less time watching tv.

Workout Wally

Job Title
Web Developer

Age
35 to 44 years

Highest Level of Education
Professional degree (e.g. MD,

Social Networks

Industry
Technology

Organization Size
51-200 employees

Preferred Method of Communication

- Email
- Phone

Tools They Need to Do Their Job

- Reporting Software
- Cloud-Based Storage & File Sharing Applications

Job Responsibilities

Enter text here

Their Job Is Measured By

cycle time, velocity, open requests, throughput

Reports to

Lead Developer

Goals or Objectives

Be better at problem solving, get a salary raise, and manage time better.

They Gain Information By

Online Courses, Tech Websites

Biggest Challenges

- Project Management & Disorganization
- Resources

Frustrations

 * Not able to workout regularly

 * Wants to be more active.