

# NAOMI the NONPROFIT EXECUTIVE



Age 44

PASSIONATE  
IMPROVISER  
NON-CORPORATE

"I'm suspicious of using business practices to get this new project off the ground, but I can't afford to tell my board that another new initiative is struggling."

## TECHNOLOGY

Smartphone user

Competent on her laptop, knows the basics but doesn't seek out tech to streamline work or life

## DECISION-MAKING POWER

As a young exec, Naomi has a lot of power and budget control, but is always conscious of board approval

## OVERALL GOALS

That the project fulfills the vision of her organization and helps the people she serves

## PRIMARY MOTIVATORS

Project success (on time and within scope)  
Trust that someone else is handling details

## > Website with Project Management

### BENEFITS

*What do you offer that has unique value to this person?*

Our sprint-based project management assures Naomi that the details are handled, and she is able to check in every 2 weeks to give approval and make sure the project is going according to plan. She can also see exactly how the site will look before it goes live.

### ROADBLOCKS

*What might prevent this person from Interacting with you?*

- **Budget.** Naomi is going to want to make sure she is getting value for her nonprofit's money.
- **Time.** With a busy calendar full of meetings, it may be difficult to schedule regular sprint meetings with Naomi
- **Skeptical** about using a corporate project management system

## > Relevant Touchpoints & Messages

- **Accountability.** Our transparent PM process means Naomi won't get burned like she did last time when a firm ghosted her and the project was 6 months late
- **High-level updates.** The Trello board will give Naomi a broad list of tasks being worked on that she can see anytime. She will also have access to all of the documents & details if she wants to delve into them
- **Sustainability.** Unlike many other firms, we provide training and a Wordpress manual so she won't have to rely on us for every web update in the future