

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