



General and Operations Leader for Scaling Business

People like this are usually outgoing, responsible and strong-willed. They like to be around other people and actively put themselves into social situations. They generally defer to status and/or authority and root themselves in the past. Friends and family consider them amiable and commanding, but appreciate them because they are the epitome of "what you see is what you get" . They prefer to be in charge of things and are usually quite good at organizing events and groups of people. They have very clear opinions about right and wrong, and can get annoyed when others make exceptions to established rules.

Age: 49

Level: Executive

Department: Operations

Job: General and Operations Managers

Company Type: Any

Role: Decider

Region: US

Needs:

- Be diligent
- Be visionary
- Be first

Nature:

- Very hard-charging

Orientation:

- Task-oriented

Decision-Making Process:

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

Typical Sales Cycle:

- Longer than average

Can It Be Shortened?

- Unlikely

Sales Dos:

- Be proper
- Create a logical argument
- Personalize solutions, suggestions and recommendations

Sales Don'ts:

- Be uncouth
- Attack or challenge their assumptions
- Cut them off

Personality Traits & Characteristics



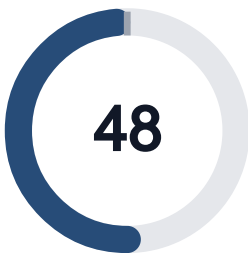
Agreeableness



Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Professional Life





Pain Points & Priorities

Job:

- General and Operations Managers

Job Description:

- Holds a senior management role focused on overseeing the daily operations of a company or division, ensuring operational goals are met, and aligning operational activities with the broader strategic objectives of the organization.

Pain Points:

- Multifaceted Responsibilities: Managing diverse aspects of business operations, from finance to personnel to logistics.
- Resource Allocation: Allocating resources effectively to meet organizational goals while controlling costs.
- Talent Management: Attracting, retaining, and developing a skilled workforce.
- Market Volatility: Navigating economic uncertainties and market fluctuations.
- Change Management: Leading organizational changes, including technology adoption and restructuring.
- Compliance: Ensuring compliance with industry regulations, employment laws, and safety standards.
- Stakeholder Expectations: Balancing the expectations of shareholders, employees, customers, and other stakeholders.

Priorities:

- Financial Performance: Measures the overall financial performance and profitability of the organization.
- Operational Efficiency: Tracks the efficiency of business operations and processes.
- Employee Productivity: Gauges employee productivity and performance.
- Customer Satisfaction: Evaluates customer satisfaction with products or services.
- Strategic Goal Achievement: Monitors the achievement of strategic goals and objectives.

Professional Focus:

- Tasks and results
- Security





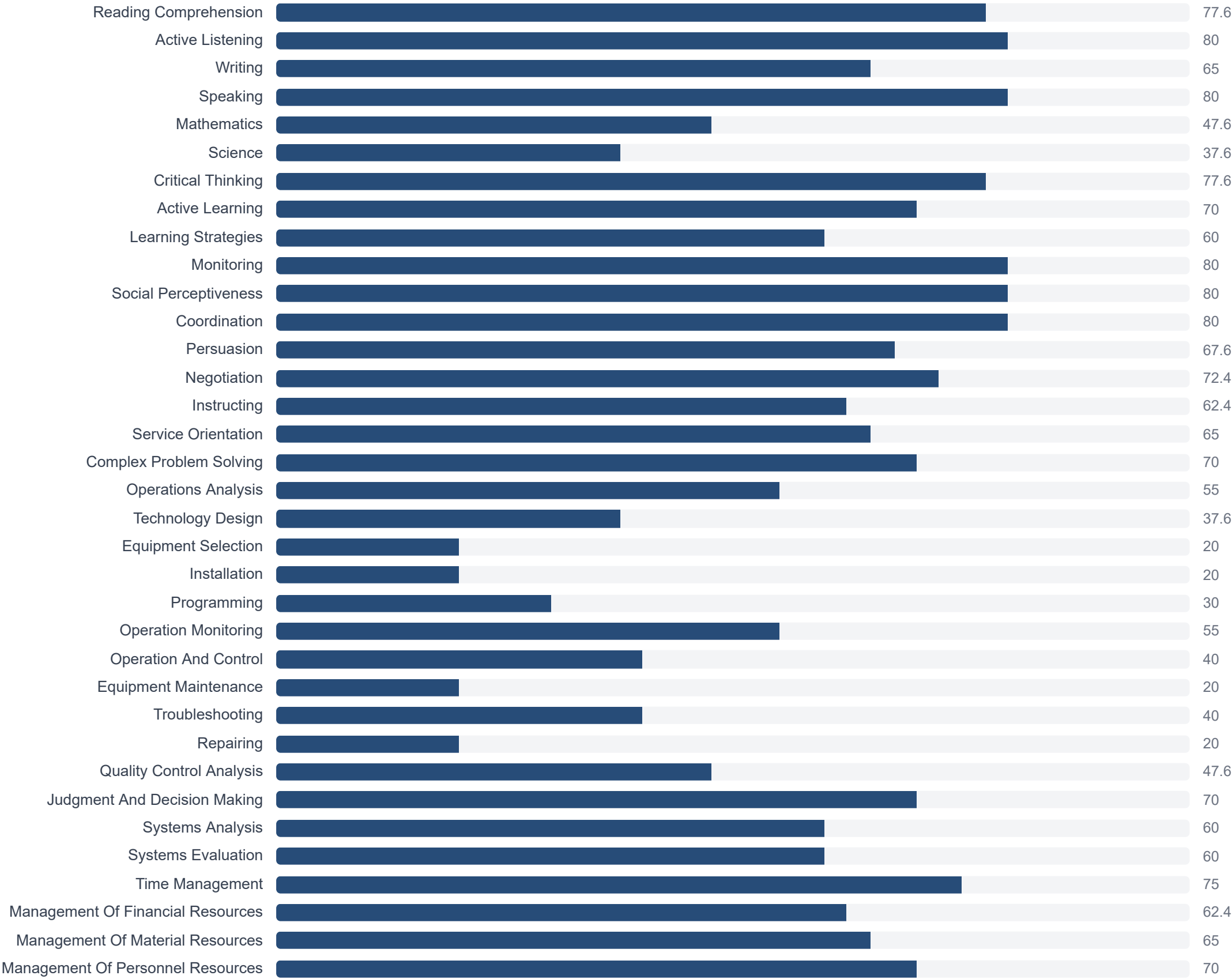
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Typical Hard Skills





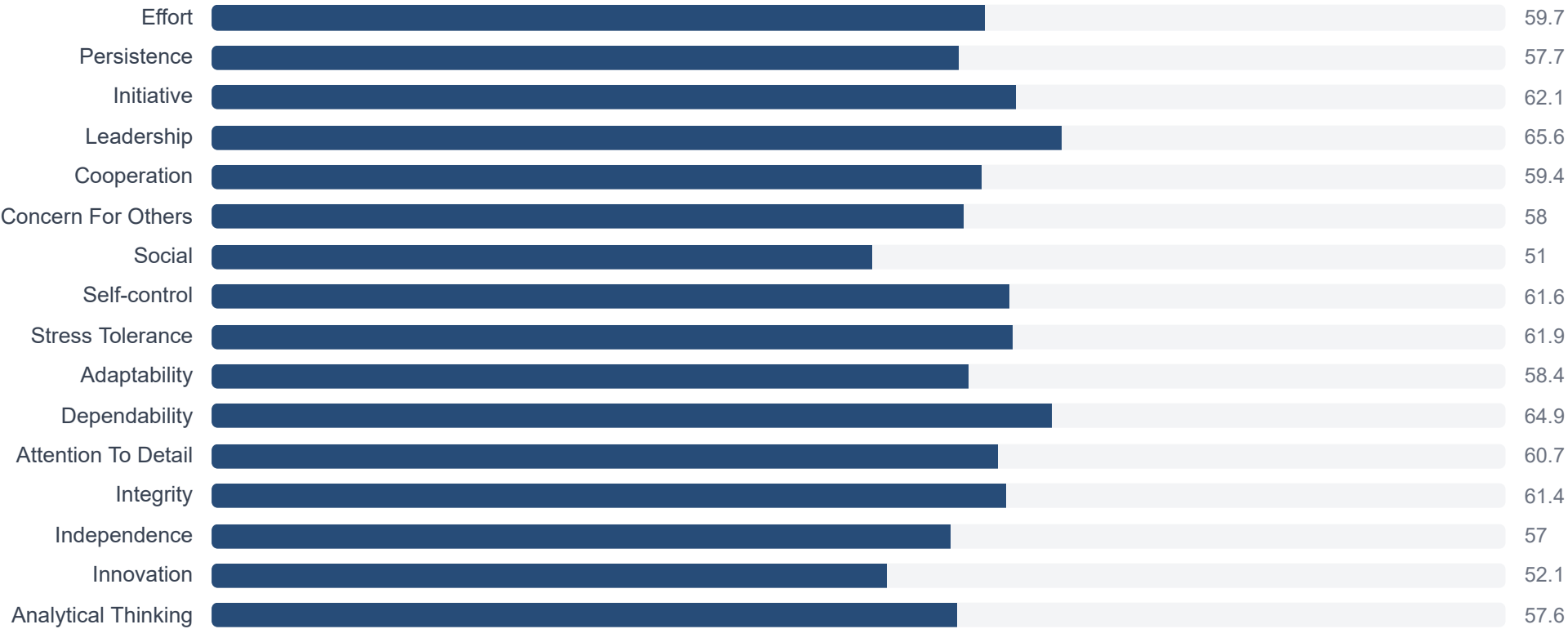
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Typical Soft Skills





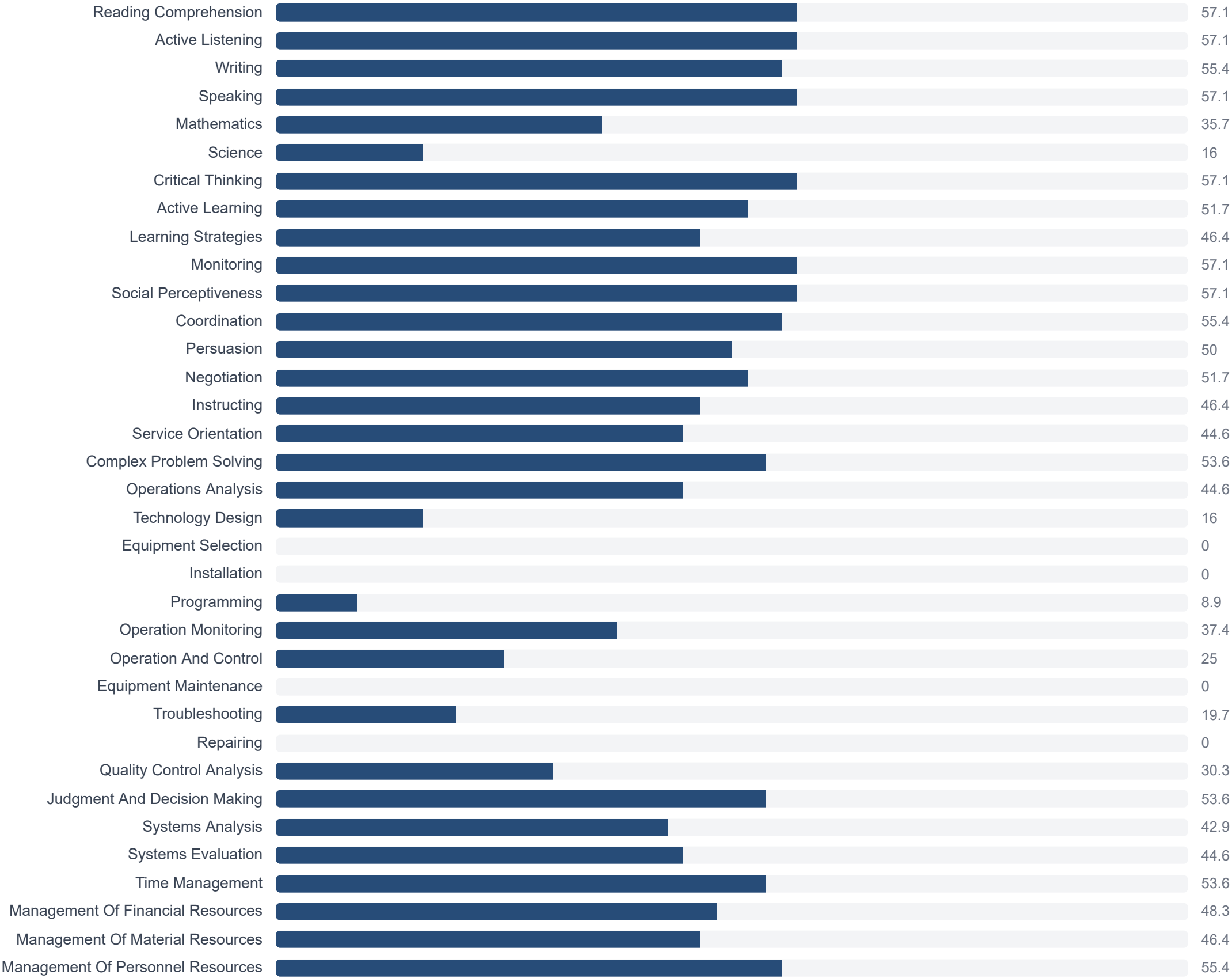
Typical Experience

Job:

- General and Operations Managers

Job Description:

- Holds a senior management role focused on overseeing the daily operations of a company or division, ensuring operational goals are met, and aligning operational activities with the broader strategic objectives of the organization.





Employment

Job:

- General and Operations Managers

Job Description:

- Holds a senior management role focused on overseeing the daily operations of a company or division, ensuring operational goals are met, and aligning operational activities with the broader strategic objectives of the organization.

Employment By Industry:

1. Retail trade
2. Professional, scientific, and technical services
3. Wholesale trade
4. Other services (except public administration)
5. Manufacturing
6. Construction
7. Administrative and support and waste management and remediation services
8. Finance and insurance
9. Accommodation and food services
10. Healthcare and social assistance
11. Government
12. Transportation and warehousing
13. Real estate and rental and leasing
14. Management of companies and enterprises
15. Information
16. Arts, entertainment, and recreation
17. Educational services; state, local, and private
18. Mining, quarrying, and oil and gas extraction
19. Self-Employed, Multi-industry or Unclassified
20. Utilities
21. Agriculture, forestry, fishing and hunting

Sector:

- Top Executives

Category:

- General and Operations Managers





Tools & Technologies

Job:

- General and Operations Managers

Job Description:

- Holds a senior management role focused on overseeing the daily operations of a company or division, ensuring operational goals are met, and aligning operational activities with the broader strategic objectives of the organization.

Tools & Technologies Used:

desktop calculator

mobile phones

scanners

magnetic stripe readers and encoders

desktop computers

digital cameras

hand trucks or accessories

temperature and humidity walk in environmental chamber

notebook computers

personal computers

personal digital assistant pdas or organizers

photocopiers

point of sale pos terminal

surface testers

spectrometers

security cameras

high vacuum equipment





Software Used

Job:

- General and Operations Managers

Job Description:

- Holds a senior management role focused on overseeing the daily operations of a company or division, ensuring operational goals are met, and aligning operational activities with the broader strategic objectives of the organization.

Software Used (By Category):

customer relationship management crm software

document management software

graphics or photo imaging software

human resources software

data base user interface and query software

data base management system software

video creation and editing software

operating system software

content workflow software

computer aided design cad software

metadata management software

calendar and scheduling software

access software

computer aided manufacturing cam software

project management software

transaction server software

data mining software

enterprise resource planning erp software

financial analysis software

medical software

enterprise application integration software

web page creation and editing software

accounting software

map creation software

sales and marketing software

word processing software

office suite software

business intelligence and data analysis software

communications server software

electronic mail software

enterprise system management software

analytical or scientific software

facilities management software

inventory management software

time accounting software

information retrieval or search software

materials requirements planning logistics and supply chain software

transaction security and virus protection software

spreadsheet software

internet browser software

presentation software

desktop publishing software

development environment software

network monitoring software

point of sale pos software

object oriented data base management software

configuration management software

object or component oriented development software

data base reporting software

industrial control software

backup or archival software





Key Performance Indicators

Sector:

- Any

Company Type:

- Any

Description:

- An industry is a specific segment of business, usually characterized by internal similarities that are related to the uses or resources, outputs, locations.

Revenue

Total Revenue

- Measuring the overall income generated by the business.

Revenue Growth

- Tracking the increase in revenue over a specific period.

Profitability

Gross Profit Margin

- Calculating the percentage of revenue retained after deducting the cost of goods sold (COGS).

Net Profit Margin

- Assessing the percentage of revenue retained after deducting all expenses, including COGS, operating expenses, taxes, and interest.

Customer Acquisition and Retention

Customer Acquisition Cost (CAC)

- Measuring the cost of acquiring a new customer.

Customer Lifetime Value (CLV)

- Calculating the expected revenue from a customer over their lifetime.

Customer Churn Rate

- Tracking the rate at which customers stop using the product or service.





Key Performance Indicators (continued)

Sector:

- Any

Company Type:

- Any

Description:

- An industry is a specific segment of business, usually characterized by internal similarities that are related to the uses or resources, outputs, locations.

Sales and Marketing

Sales Growth

- Monitoring the increase in sales over a specific period.

Lead Conversion Rate

- Measuring the percentage of leads that convert into paying customers.

Marketing Return on Investment (ROI)

- Assessing the effectiveness of marketing campaigns.

Operational Efficiency

Operating Expense Ratio

- Calculating operating expenses as a percentage of revenue.

Inventory Turnover

- Measuring how quickly inventory is sold or used.

Employee Productivity

- Assessing the productivity of the workforce.

Cash Flow

Operating Cash Flow

- Evaluating the cash generated from day-to-day business operations.

Cash Conversion Cycle

- Measuring the time it takes to convert investments in inventory and other resources into cash.





Key Performance Indicators (continued)

Sector:

- Any

Company Type:

- Any

Description:

- An industry is a specific segment of business, usually characterized by internal similarities that are related to the uses or resources, outputs, locations.

Customer Satisfaction

Customer Satisfaction Score (CSAT)

- Gathering feedback from customers to assess their satisfaction.

Net Promoter Score (NPS)

- Measuring customer loyalty and willingness to recommend the business to others.

Customer Complaint Resolution Time

- Monitoring the time it takes to resolve customer complaints.

Inventory Management

Inventory Turnover Ratio

- Calculating how many times inventory is sold and replaced in a given period.

Stockout Rate

- Tracking the rate at which products are out of stock.

Debt and Financial Health

Debt-to-Equity Ratio

- Evaluating the proportion of debt in the company's capital structure.

Current Ratio

- Assessing the company's ability to cover short-term liabilities with short-term assets.





Key Performance Indicators (continued)

Sector:

- Any

Company Type:

- Any

Description:

- An industry is a specific segment of business, usually characterized by internal similarities that are related to the uses or resources, outputs, locations.

Employee Engagement

Employee Satisfaction Surveys

- Gathering feedback from employees about job satisfaction and work culture.

Employee Turnover Rate

- Monitoring staff turnover rates and retention efforts.

Website and Online Presence

Website Traffic

- Measuring the number of visitors to the company's website.

Conversion Rate

- Tracking the percentage of website visitors who take a desired action (e.g., make a purchase or fill out a form).

Quality and Customer Support

Quality Control Metrics

- Evaluating product or service quality through measures like defects or errors.

Average Resolution Time

- Measuring the time it takes to resolve customer support inquiries.

Environmental and Social Responsibility

Carbon Footprint Reduction

- Tracking efforts to reduce the company's environmental impact.

Corporate Social Responsibility Initiatives

- Monitoring initiatives related to social and community responsibility.





Prospecting

Prospecting In:

- Specific, shared interest, group affiliation or high-value mutual connection

Angle:

- Appeal to need for achievement/desire for higher status
- Be thoughtful

Be Prepared To Provide:

- As much information as possible

First Contact:

Call/DM

Follow Up:

- Respond immediately

Use Emojis?

- No

Grammar & Punctuation:

- Proper grammar, punctuation

Industry:

- Any

NAICS Codes:

- Agriculture, Forestry, Fishing and Hunting (11), Mining (21), Utilities (22), Construction (23), Manufacturing (31-33), Wholesale Trade (42), Retail Trade (44-45), Transportation and Warehousing (48-49), Information (51), Finance and Insurance (52), Real Estate Rental and Leasing (53), Professional, Scientific, and Technical Services (54), Management of Companies and Enterprises (55), Administrative and Support and Waste Services (56), Educational Services (61), Health Care and Social Assistance (62), Arts, Entertainment, and Recreation (71), Accommodation and Food Services (72), Other Services (except Public Administration) (81), Public Administration (92)

Open To Interactions?



Follow



Like



Comment



Share





Messaging

Voice To Use:

Authority

Tone To Take:

Social

Messaging Subtext:

- Show them there is a clear process

Story Arcs:



Stress:

1. Prestige/Statement
2. Popularity
3. Novelty

Highlight:

- Proprietary Features

Quote/Reference:

- Feature Influencers

Be Prepared To Provide:

- As much information as possible

Use FOMO?

FOMO

Key Product/Service Question Content Should Answer:

- Does it do what it says it does?





Content Creation

Keyword Usage:



Themes To Consider:

- Control
- Wealth and power
- Leadership
- Ensuring stability
- Giving meaning and purpose to others

Subject Line Hierarchy:

1. Tradition/Withstands The Test Of Time
2. Name-Check Voices Of Authority
3. Overall Popularity
4. Help/How To Solve A Problem
5. Fast, Easy Pain Relief

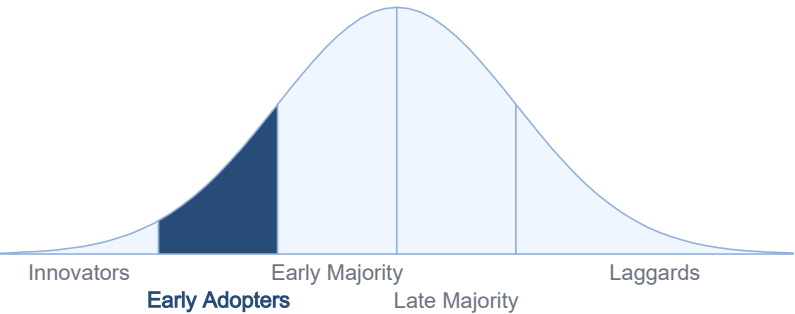




Conversions

Adoption Curve Entry Point:

- Early-adopter, if value proven; otherwise early-majority



Nurturing Sequence:

Share category-related memes to get likes, shares and comments.

Post detailed infographics that illustrate relevant use cases.

Share testimonials from key players that help demonstrate the overall superiority of key features.

Share multi-part content series that present both pros and cons, and feature influencers.

Send a DM/email invitation to come to a networking event.

Share multi-part content series that play up the emotional aspects of product/service use.

Send a personal invitation to a people-oriented live demo or public sampling event that provides lots of information.

Need To Consider Options:





Awareness

Owner

Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Journey

- Problem Identification

Suggested Content

- Ads
- Blog Posts
- Bootcamps
- Category-Related Status Updates
- Checklists
- Cold Outreach
- Conferences & Expos
- Ebooks
- Educational Posts & Articles
- Infographics





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Solution Exploration

Suggested Content

- Academic Studies
- Best Practices Emails
- Category/Value Prop How To's...
- Collabs/Co-Branding Partnerships
- Competitor Analysis
- Critic Ratings
- Critic Reviews
- Demos
- Events
- Hacks & Insider Perspectives





Evaluation

Owner

- Sales
- Mkt.

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Demos (Virtual or IRL)

Buyer Journey

- Requirement Building

Suggested Content

- Best Practices Articles
- Bootcamps
- Case Studies
- Classes & Certifications
- Conferences
- Demos
- Ebooks
- Events
- Explainer Videos
- Faqs





Consideration

Owner

- Sales
- Finance

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Journey

- Supplier Selection; Quotes, Pricing & Negotiation

Suggested Content

- Assessments
- Best Practices Articles
- Blog Posts
- Bootcamps
- Case Studies
- Ebooks
- Events
- Explainer Videos
- Faqs
- Head-To-Head Product Comparisons





Conversion

Owner

- Sales
- Finance
- Operations
- Customer Success

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Journey

- Purchase; Delivery

Suggested Content

- Best Practices Articles
- Case Studies
- Demos
- Ebooks
- Hacks & Insider Perspectives
- How Tos...
- Links & Redirects From Influencers
- Networking Events
- Newsletters
- Opt-In Offers





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume, Frequency)
- Churn
- Upsells
- Page Views (How Tos, Learning Center, etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Journey

- Post-Sales Support

Suggested Content

- Announcements
- Best Practices Emails
- Best Practices Tips & Recommendations
- Conferences
- Faqs
- Forums
- Help Desk Notifications
- How Tos...
- Influencer/Affiliate Content
- Loyalty Offers





Demos & Events

Suggested Tone:

Objective

Pitching Focus:

- Proprietary Features

Guide Or Self-Guide?

- Self-guide

Virtual Demos?

- Specific log in time

Pitching Run-Down:

- 1

Start with goals and objectives
- 2

Present the facts
- 3

Highlight critically-acclaimed features
- 4

Highlight impact on bottom line
- 5

Use objective data for support

Suggested Events:

- Social

Event Participation:

- Transactional/elevate or maintain status

Event Size:

- Any

RSVP?

- Ask them to opt out by a specific date





Preferred Brand Qualities



Active



Emotional



Innovative



Traditional



Honest

Jungian Brand Archetypes

1. Ruler

Family:

- Order



Description:

- Ruler brands are all about having internal and external control over people and/or situations

Satisfies Need For:

- Stability

Related Values:

- Taking charge, leading the way, not compromising

Colors:



2. Regular Guy

Family:

- Social



Description:

- Everyman brands are all about fitting in with others/being part of the group

Satisfies Need For:

- Belonging

Related Values:

- Ordinary virtues and the "common touch"

Colors:



3. Rebel

Family:

- Ego



Description:

- Outlaw brands are all about ignoring conventional standards and embracing radical freedom

Satisfies Need For:

- Mastery & Independence

Related Values:

- Inner strength, self-determination and using power

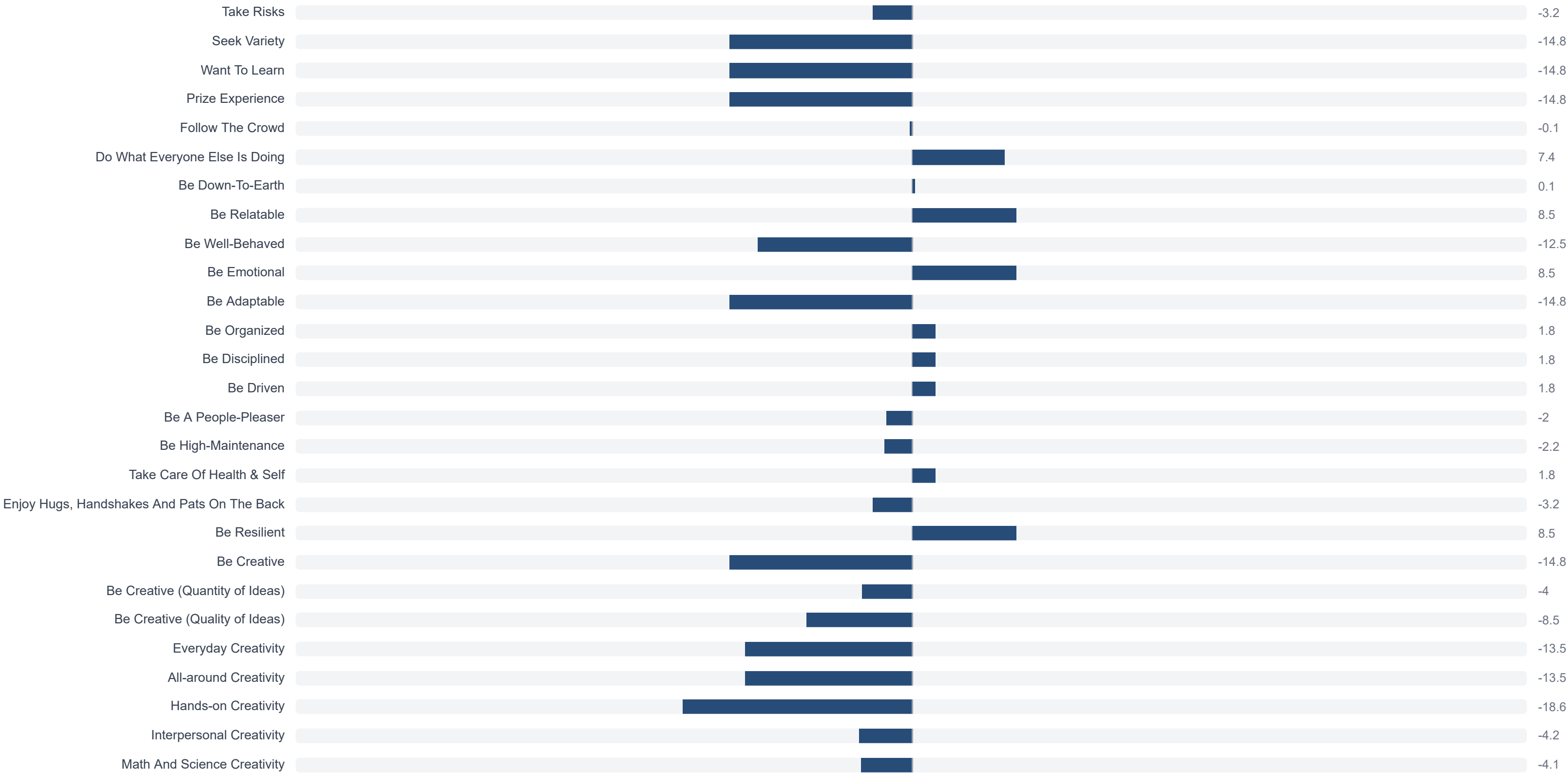
Colors:





Behavioral Tendencies

More Or Less Likely Than Average To:



Less Likely ← 0 → More Likely Than Average





THINKS/FEELS

- Trusts:**
- Authority
- Seeks:**
- Security
- Prizes:**
- Gratitude

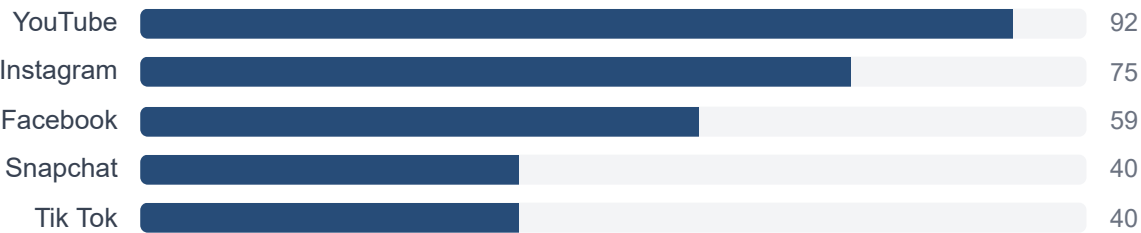
SAYS/DOES

- Actions Influenced By:**
- Systematic analysis of relevant considerations
 - Big picture
- True North:**
- Doing The Right Thing

INFORMATION SOURCES



SOCIAL MEDIA USAGE



Sources: Deloitte Digital Media Trends, Pew Research





UIUX Profile

User Summary:

- Users like this like to get a full story or big idea first, usually through reading or listening. They enjoy detailed stories or descriptions that set up everything before they get into the details. They like information that follows a clear order. They depend on cues from the story or words to understand concepts, and might struggle with interfaces that don't guide them clearly or give enough context.

Generational Considerations:

- Less important to grab attention quickly
- Considers context, focuses on literal meaning of text
- Will scroll through lists
- Needs details
- Include links if referrals/redirects are important, otherwise use caution
- Prefers text
- Focuses on literal meaning of text

Design Systems:

- Need to be unified, interconnected

Concrete Or Conceptual Framework?

- Concrete

Foundational Theme:

Familiarity





Interaction Style:

- Dynamic
- Act and React
- Clicks to Make Things Happen

Interactivity?

- More appealing

UI Needs:



Beauty/Aesthetics



Consistency



Clarity

Site Map Structure:

- Literal

List Structure:

- By importance

Display Query Results As:

- Expanding, infinite scroll

Pop Ups?

- Not until exit; otherwise, will distract

Videos?

- Self-play at start

Interactions & User Guides:

- Prefers exercises and tutorials to examples and instructions

Wants To Know:

- How do I do specific things?





Key Behaviors:

- Sees the whole and its parts as a single, unified experience
- Slow to absorb new information

Self-Exploration?

- Less likely to explore

UX Needs:



User Control



Efficiency

Learns Through:

- Abstract conceptualism

Learns By:

- Using five senses

Search Process:

- General to specific (top-down)

Blind Spot:

- Sees the forest, not the trees

Feedback:

- Very high need





Product Development

Grouping (A, B or C):

A or B

Likely To Participate?

- Discuss current state in a group setting

Preferred Product Qualities & Capabilities:

Durability and Reliability

A product that users can depend on builds trust and loyalty. Durability ensures the product withstands everyday use, while reliability means it consistently performs as expected, enhancing user satisfaction.

Authenticity and Morality

Users increasingly seek products from brands that demonstrate ethical practices and authenticity. Products that align with moral values and transparent operations build trust and positive brand perception.

Support for Personal Growth

Products that facilitate learning, development, or the pursuit of passions cater to the user’s desire for self-improvement. Supporting personal growth can turn a product into an essential part of the user’s daily routine or long-term goals.

Innovation and Creativity

Products that offer new solutions or enhance creativity stand out in the market. Innovation drives user engagement by offering unique experiences or solving problems in novel ways.

Ease of Use and Intuitiveness

A product that is easy to understand and use right out of the box minimizes frustration and learning time. This accessibility increases user satisfaction and can lead to higher adoption rates.

Adoption Curve Tendency:

- Early-adopter, if value proven; otherwise early-majority

