



IT and Systems Operations Intelligence Manager

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 live for tomorrow. Their friends consider them loyal and respectful, and appreciate them because they are low-maintenance. 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: 41

Level: Manager Senior Manager

Department: IT

Job: Computer and Information Systems Managers

Company Type: Any

Role: Influencer

Region: US

Needs:

- Be diligent
- Be me
- 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:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.

Pain Points:

- Rapid Technological Changes: Keeping up with constantly evolving technology and ensuring that the organization's systems remain up to date and secure.
- Cybersecurity: Protecting sensitive data and systems from cyber threats and breaches.
- Budget Constraints: Balancing the need for technological advancements with budget limitations.
- Talent Recruitment: Attracting and retaining skilled IT professionals in a competitive job market.
- Project Management: Overseeing complex IT projects, including software development and system implementation.
- Data Management: Managing and safeguarding vast amounts of data, including compliance with data privacy regulations.
- Business Continuity: Developing and implementing disaster recovery and business continuity plans to ensure IT operations continue in case of disruptions.

Priorities:

- IT Project Completion Time: Measures the time taken to complete IT projects and initiatives.
- IT Budget Adherence: Tracks adherence to IT budgets and cost control.
- System Uptime: Ensures the availability and reliability of computer systems.
- Cybersecurity Compliance: Monitors compliance with cybersecurity protocols and regulations.
- Technology Innovation: Gauges the adoption of innovative technologies for business improvement.

Professional Focus:

- Tasks and results
- Security





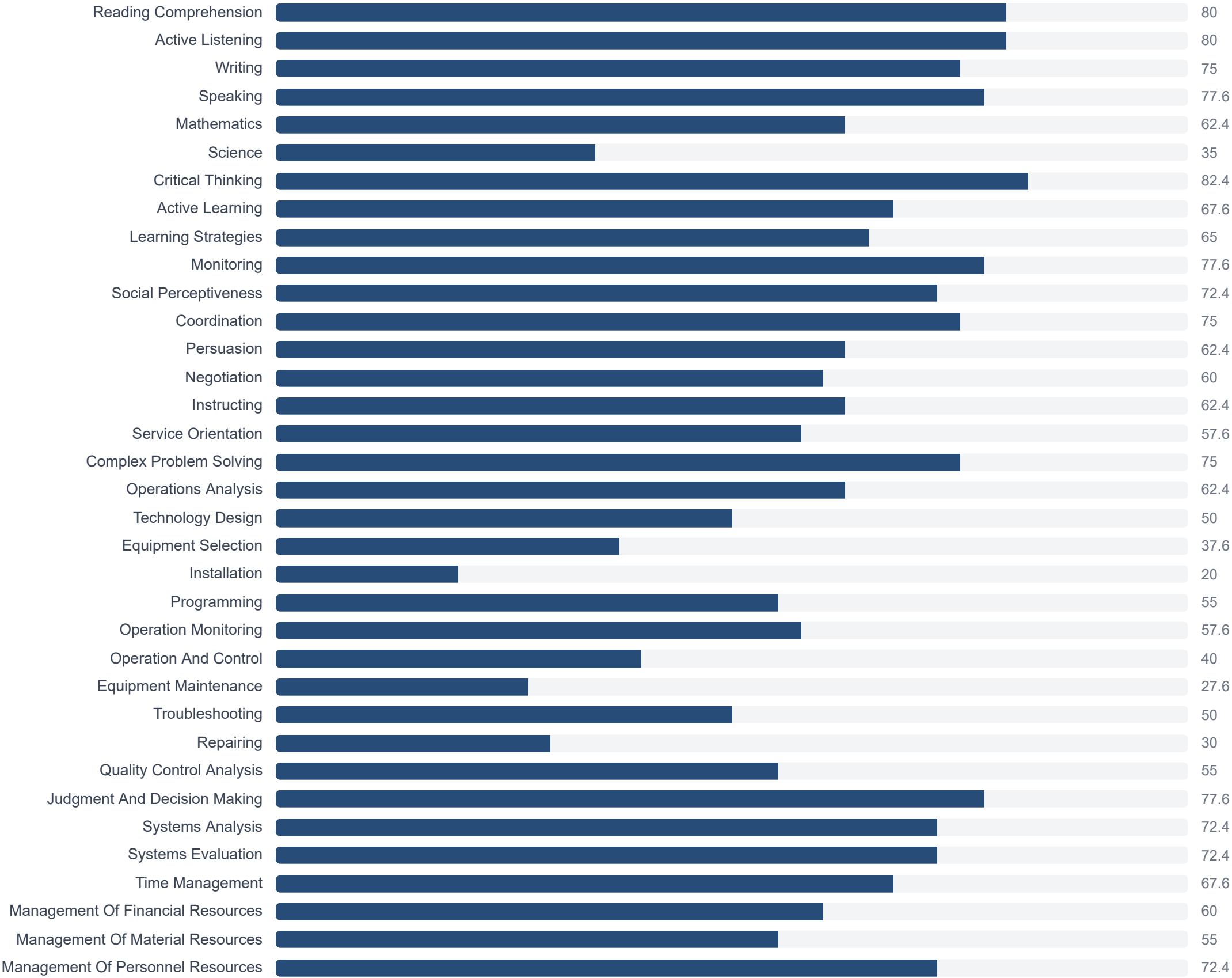
Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.

Typical Hard Skills





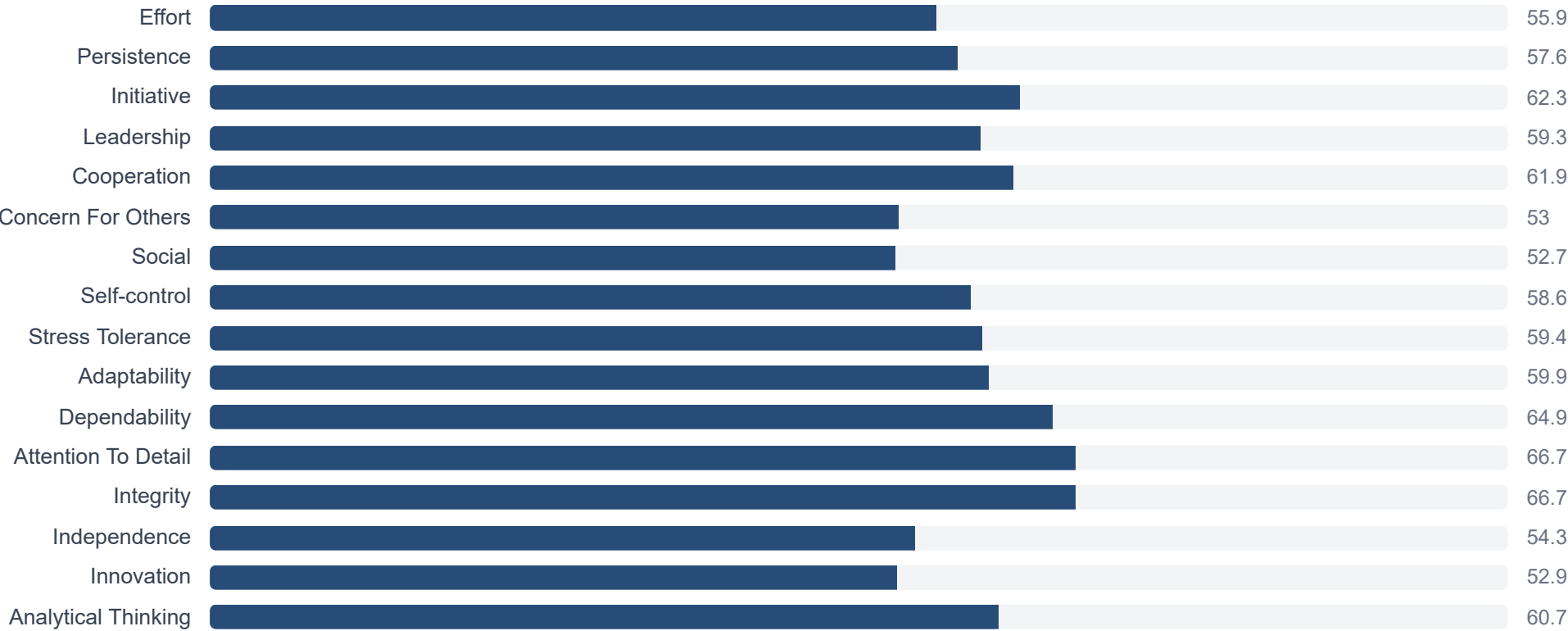
Typical Soft Skills

Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.





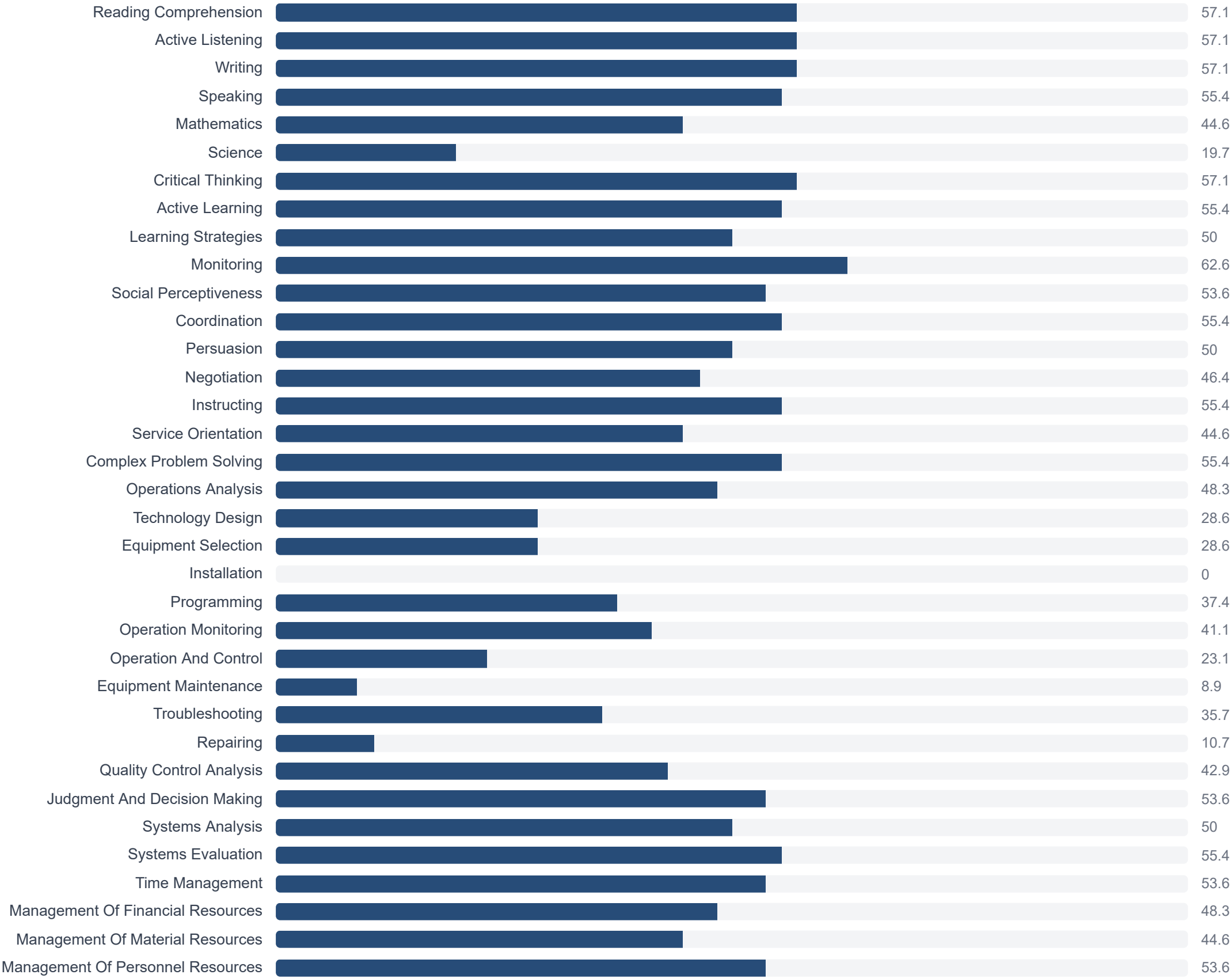
Typical Experience

Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.





Employment

Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.

Employment By Industry:

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

Sector:

- Operations Specialties Managers

Category:

- Computer and Information Systems Managers





Tools & Technologies

Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.

Tools & Technologies Used:

access servers

computer servers

computer tool kits

peripheral controller cards

inkjet printers

laser fax machine

laser printers

mainframe computers

network analyzers

network interface cards

network routers

network switches

personal computers

photocopiers

print servers

punches or nail sets or drifts

integrated services digital network isdn access devices

screwdrivers

teleconference equipment

high end computer servers





Software Used

Job:

- Computer and Information Systems Managers

Job Description:

- Plan, coordinate, and direct computer-related activities in an organization, ensuring that technology resources meet the company's goals.

Software Used (By Category):





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. Safe & Effective
3. Popularity

Highlight:

- Proprietary Features

Quote/Reference:

- Feature Experts

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. Fast, Easy Pain Relief
3. Overall Popularity
4. Data/Technical
5. Name-Check Voices Of Authority

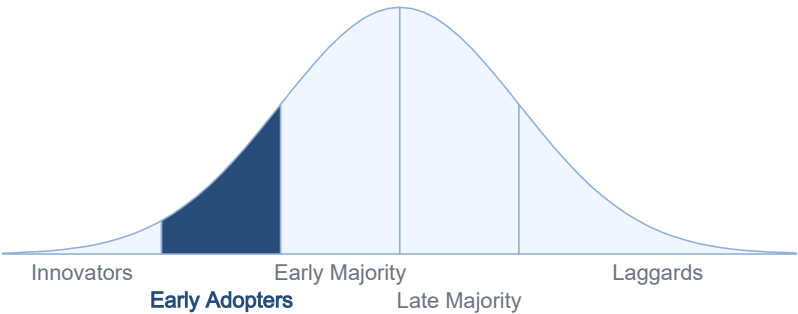




Conversions

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 3rd-party academic studies that highlight pros, but not cons, and feature influencers.

Send a DM/email invitation to enter a category-related contest.

Share 3rd-party academic studies that play up the emotional aspects of product/service use.

Send a personal invitation to a people-oriented live demo or public sampling event with a transformational theme.

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
- Classes & Certifications
- Cold Outreach
- Ebooks
- Educational Posts & Articles
- Everyday Narratives
- Links & Redirects From Influencers





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

- Benchmark Reports
- Best Practices Articles
- Bootcamps
- Case Studies
- Demos
- Ebooks
- Events
- Explainer Videos
- Faqs
- Hacks & Insider Perspectives





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
- Case Studies
- Ebooks
- Events
- Explainer Videos
- Faqs
- Head-To-Head Product Comparisons
- Landing Pages





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
- Newsletters
- Opt-In Offers
- Practical Tips





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. Magician

Family:

- Ego



Description:

- Magician brands are all about discovering the fundamental laws of the universe

Satisfies Need For:

- Mastery & Belonging

Related Values:

- "secret knowledge," radical transformations, wonder

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

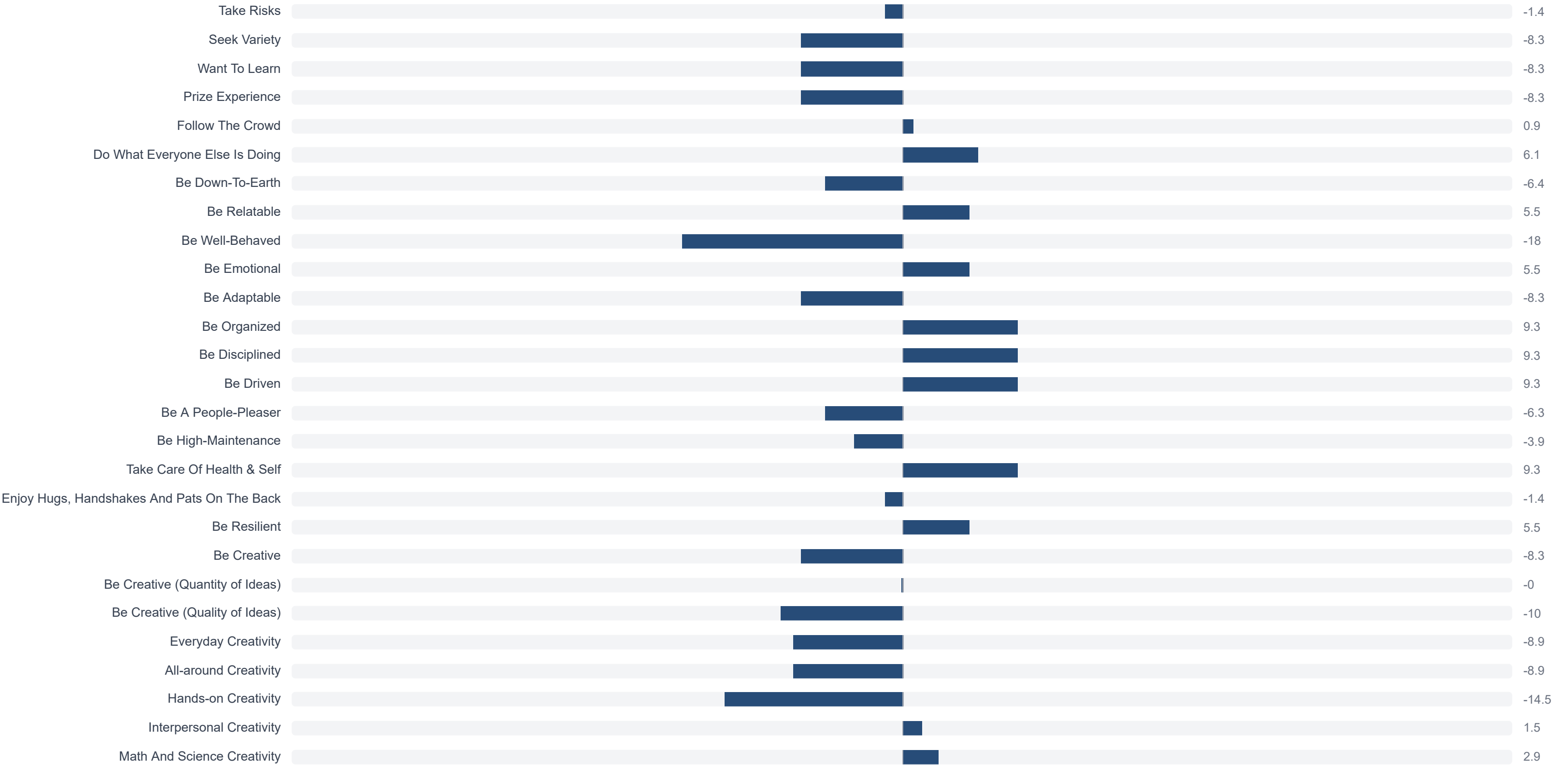
Colors:





Behavioral Tendencies

More Or Less Likely Than Average To:



Less Likely ← 0 → More Likely Than Average





THINKS/FEELS

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

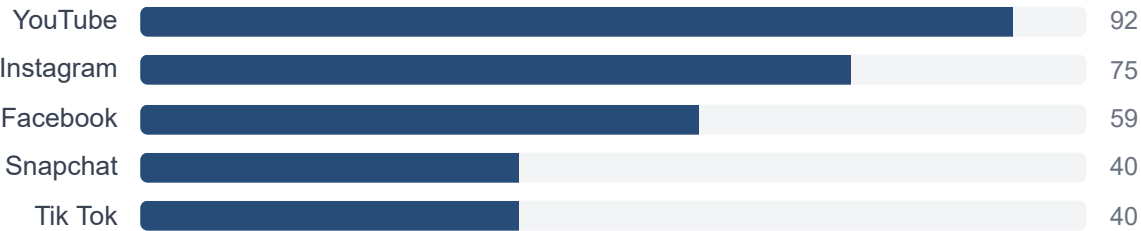
SAYS/DOES

- 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 best understand things through detailed verbal explanations and often jump quickly in their thinking. They like reading or hearing information that gives a complete picture but prefer systems that let them explore ideas not just in a straight line. They rely on hints from the context and extra information in the text to help their understanding. Interfaces that provide rich, connected written content that doesn't force them to follow a set path are the most engaging for them.

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.

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.

Connection to Tradition or the Future

Products that resonate with users’ values or aspirations can create a deeper emotional connection. Whether through honoring traditions or innovating for the future, aligning with user values enhances the product's relevance and appeal.

Adoption Curve Tendency:

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

