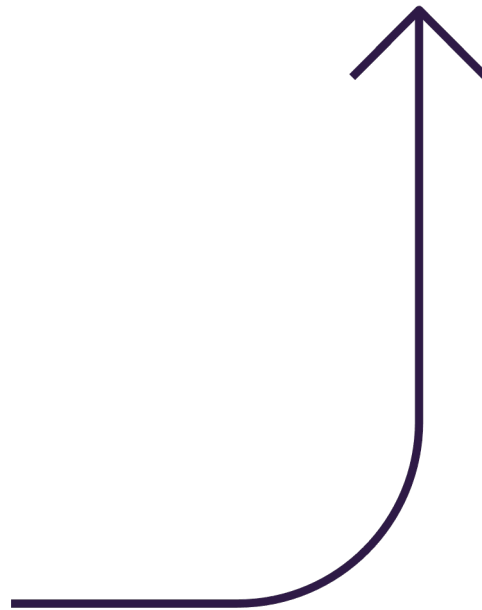


The Personas



When you
understand the
persona

You'll discover
(and unlock) increased **value**



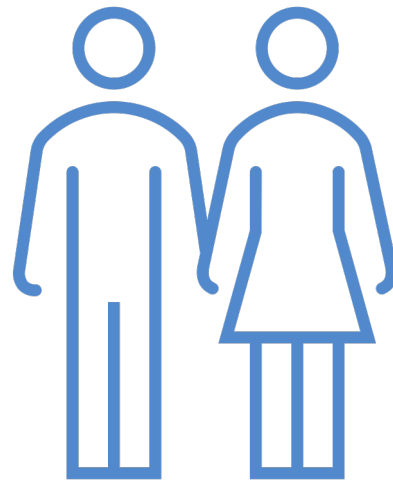
“Flavors” of Chief of Staff



GSD



Front Person



Successor



Business Manager



BBB

Chief of Staff Personas



Business Manager

The administration of running a department and being in a company requires order, systems and execution. They are your trusted administrator



Successor

They are your judgement equal. In an incident or investigation, they are your delegate.



Front Person

Equivalent interface to the business. Minimally they put those messages together and follow up with those people



GSD

They make it happen. Even if they weren't ask. They aren't afraid to call the other person or team, or take the first hit. They are there to get it done.

Beer, Brains, Boards, Behind the Scenes

- This is an uncommon and unique category
- It's trust & value add
- It's a relationship that has evolved
- It fuels you forward
- They help you refine your own thoughts

They see around the corner

They protect the person in charge
(sometimes from themselves)

