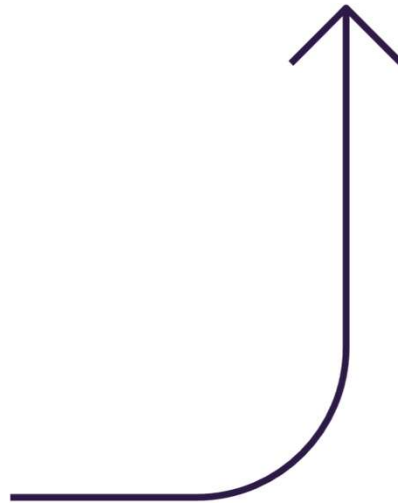


The Personas



When you
understand the
persona

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



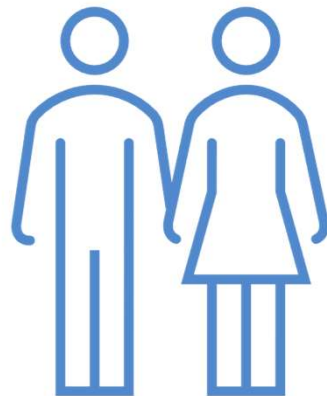
“Flavors” of Chief of Staff



Business Manager



Front Person



Successor



Get It Done



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.**



Get It Done

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)

