


Name:		Role:		Team:	
<b>What do they DO?</b> What tasks do they do & what decisions do they make?	<b>GOALS:</b>  What are their main goals? How do they measure success?	What do they see others do? What do they read & watch?	<b>What do they SEE?</b>	What do they hear peers & friends say?	<b>What do they HEAR?</b>
<b>What do they SAY?</b> What do they say to peers & friends?	<b>Pains</b> What are their fears, frustrations & anxieties?	<b>Gains</b> What are their wants, needs, hopes & dreams?	<b>What do they THINK &amp; FEEL?</b>		

INTENT

PURCHASE

EXPENSE & CODE

RECONCILE

<p><b>EMPLOYEE</b></p> <p>Name: Role:</p> <p>Purchase:</p>				
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<p><b>FINANCE</b></p> <p>Name: Role:</p>				
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<p><b>PAIN POINTS</b></p>				
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Start date:

End date: