

# Meet the personas moving work forward



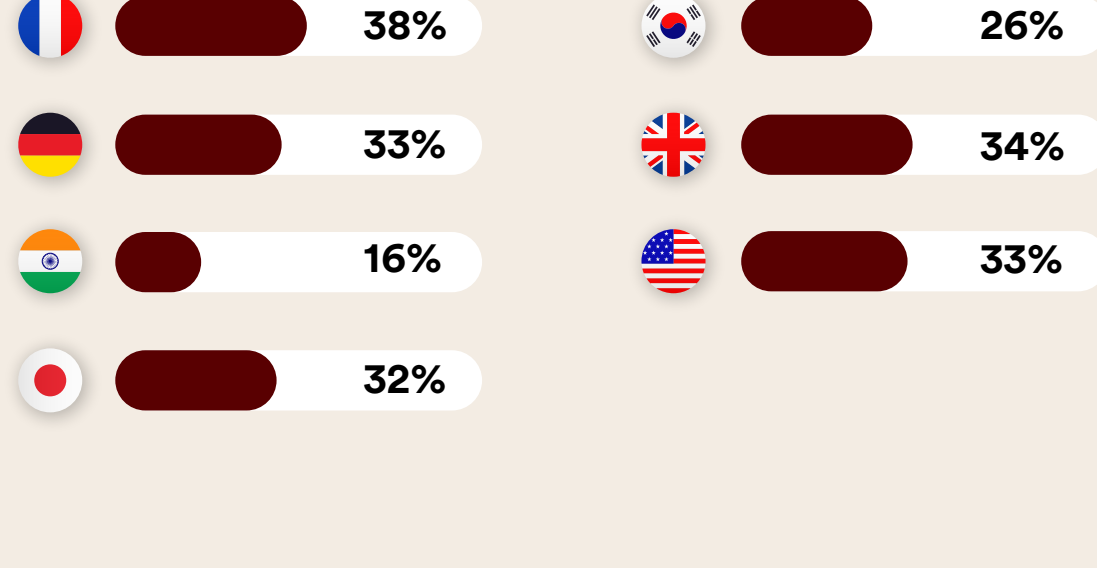
A global view of different personalities in the workplace

## The Detective

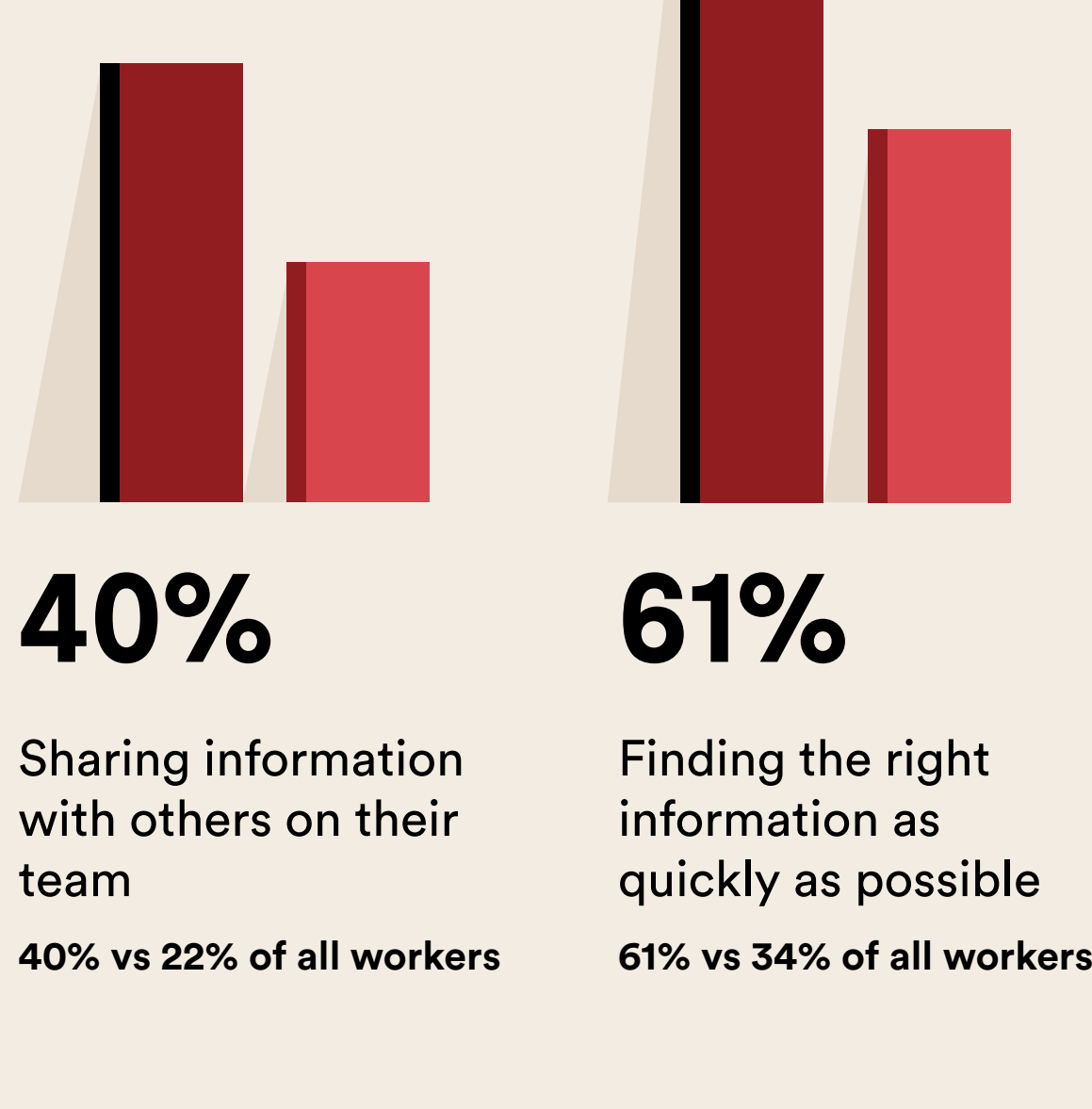


**30%** of all desk workers identify as The Detective

Innate drive towards searching for and finding solutions, answers, information; and sharing with others – naturally curious and outcomes-driven; a self-starter; always and reliably in the know



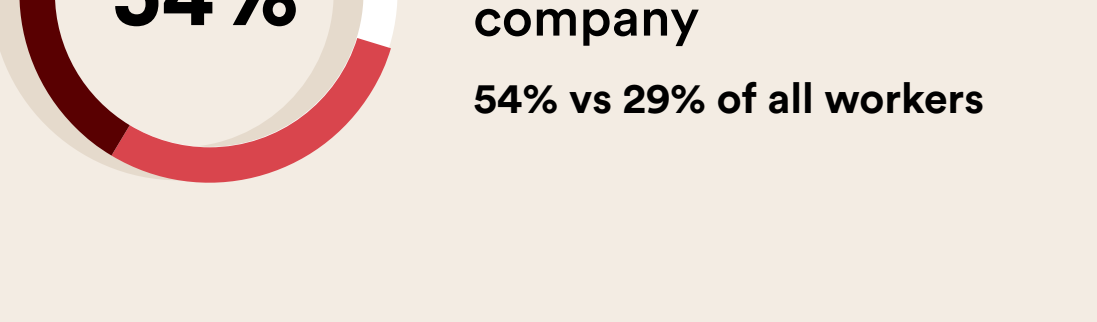
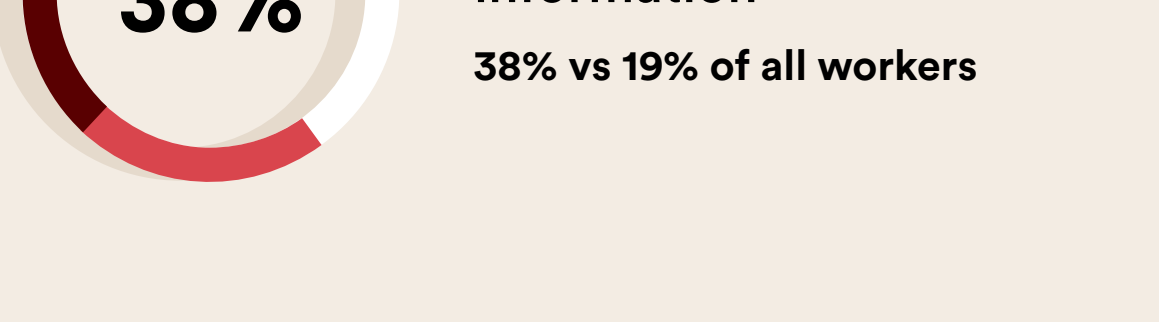
What's most important to The Detective?



**91%** Prefer to figure things out on their own vs 79% of all workers

**93%** Describe themselves as organized vs 86% of all workers

Colleagues describe them as best at... and most likely to...

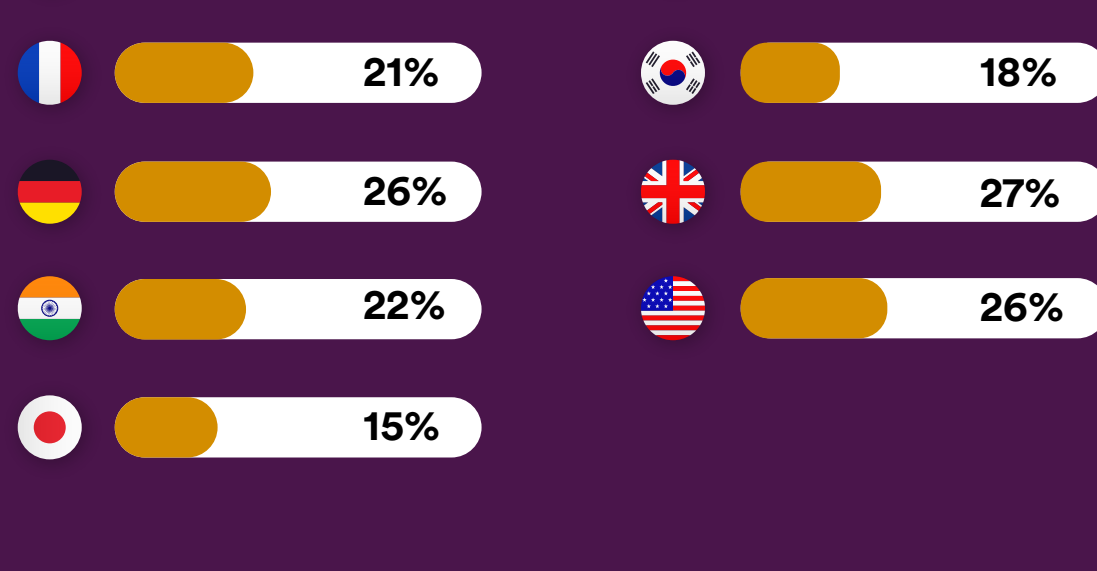


## The Networker



**22%** of all desk workers identify as The Networker

Goes all in on connection and communication; social; highly collaborative and engaged – extroverted; loves to connect in-person; takes notes and shares them widely, making sure everyone has the info they need



What's most important to The Networker?



**67%** Describe themselves as Extroverted vs 44% of all workers

**78%** Agree that you can be friends with your colleagues vs 43% of all workers

Colleagues describe them as best at... and most likely to...

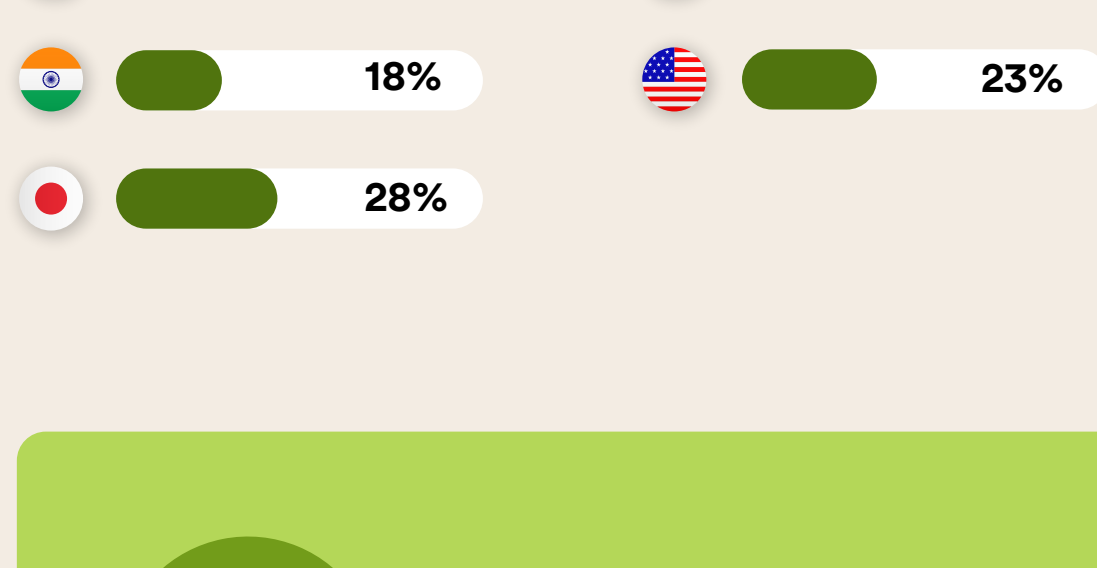


## The Road Warrior

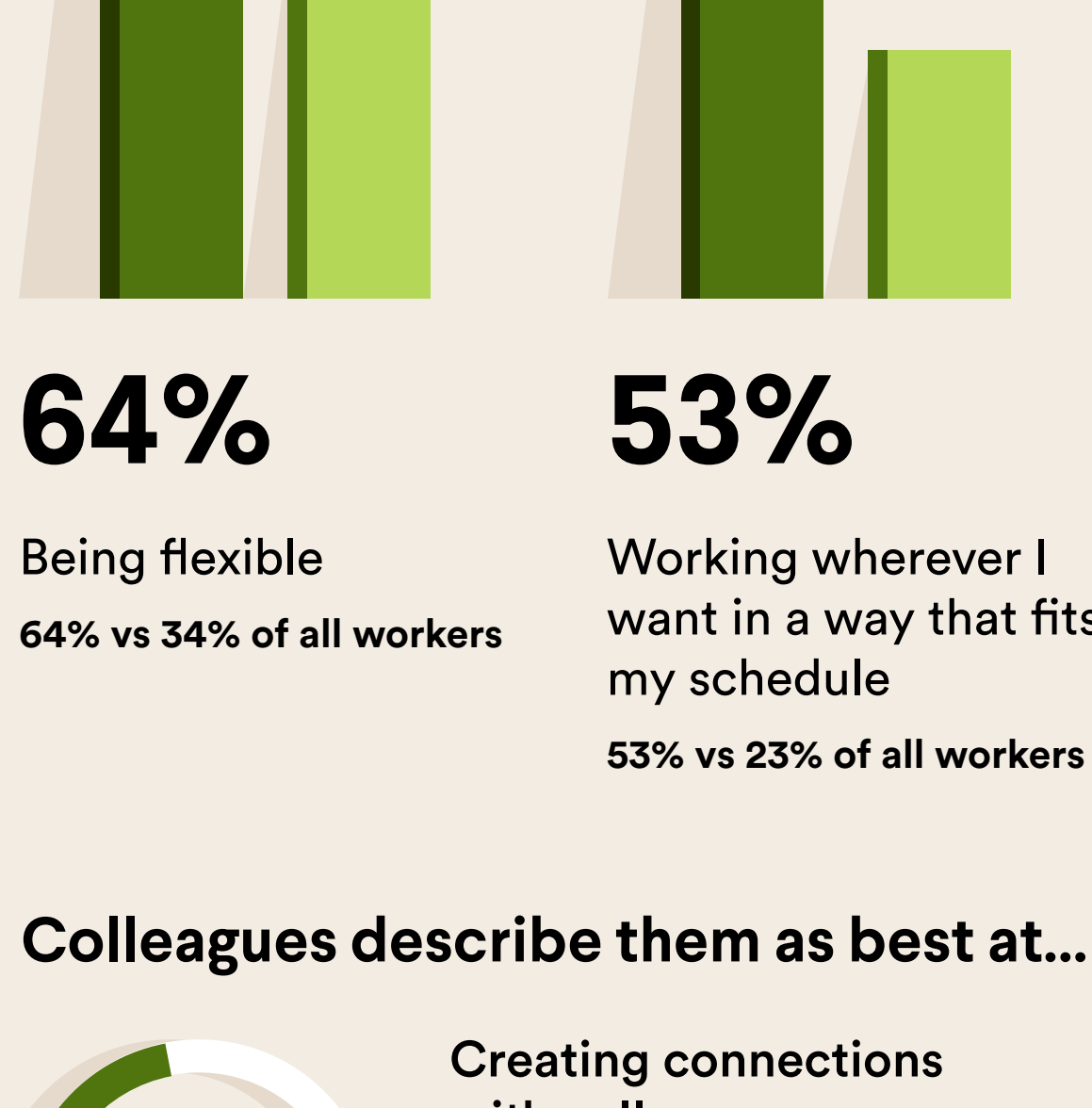


**22%** of all desk workers identify as The Road Warrior

Always working from different locations at different times; skilled at developing connections remotely and virtually – outgoing and affable; adaptable and flexible; eager to use modern workplace tools



What's most important to The Road Warrior?



**89%** Work away from their desk vs 60% of all workers

**81%** Describe themselves as Adaptable vs 64% of all workers

Colleagues describe them as best at... and most likely to...

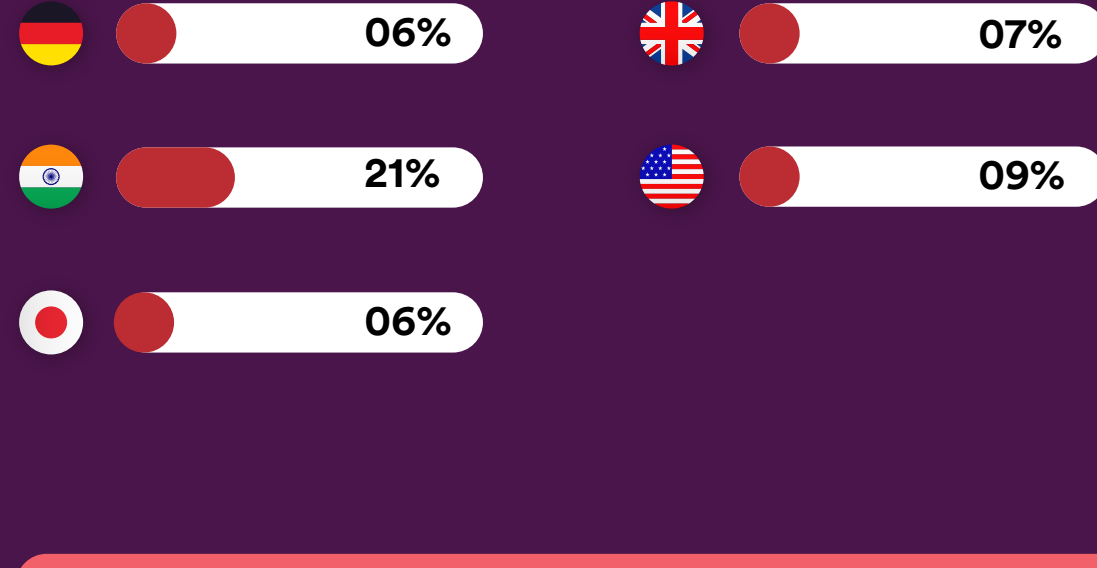


## The Expressionist



**10%** of all desk workers identify as The Expressionist

Strong preference for visual, less formal communication to express themselves and provide clarity - loves using emoji, giphy, memes; fun, witty, clever and social; don't take themselves too seriously



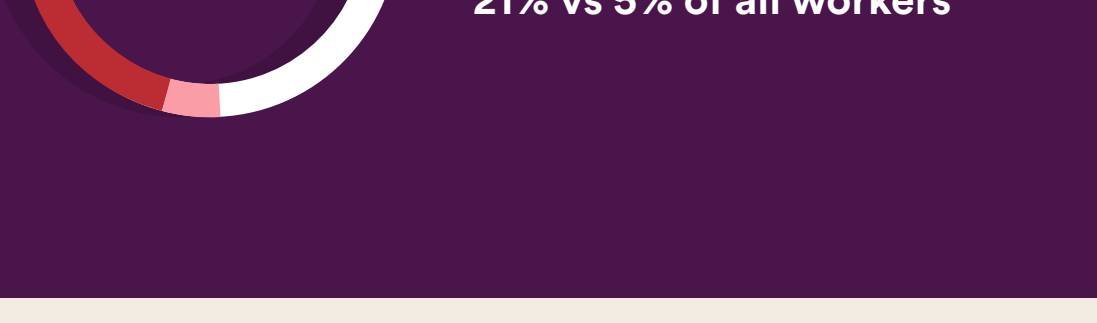
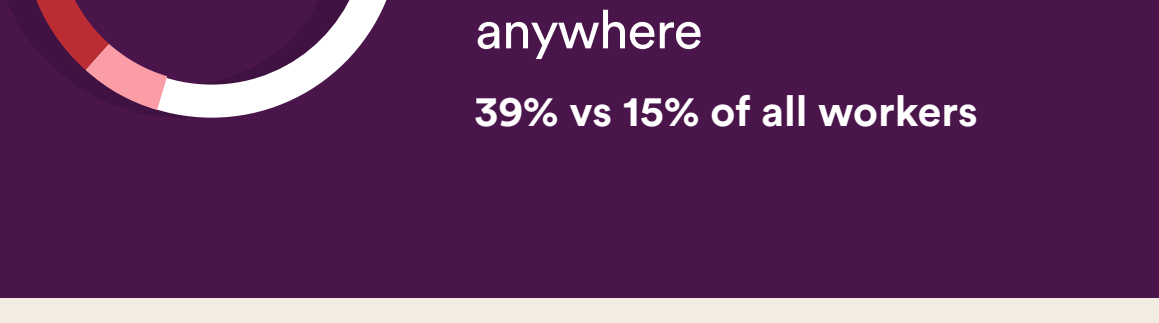
What's most important to The Expressionist?



**72%** Use emoji/GIFs to communicate in a way colleagues will better understand, appreciate or enjoy vs 29% of all workers

**46%** Agree workplace communication should be Fun and Lighthearted vs 35% of all workers

Colleagues describe them as best at... and most likely to...

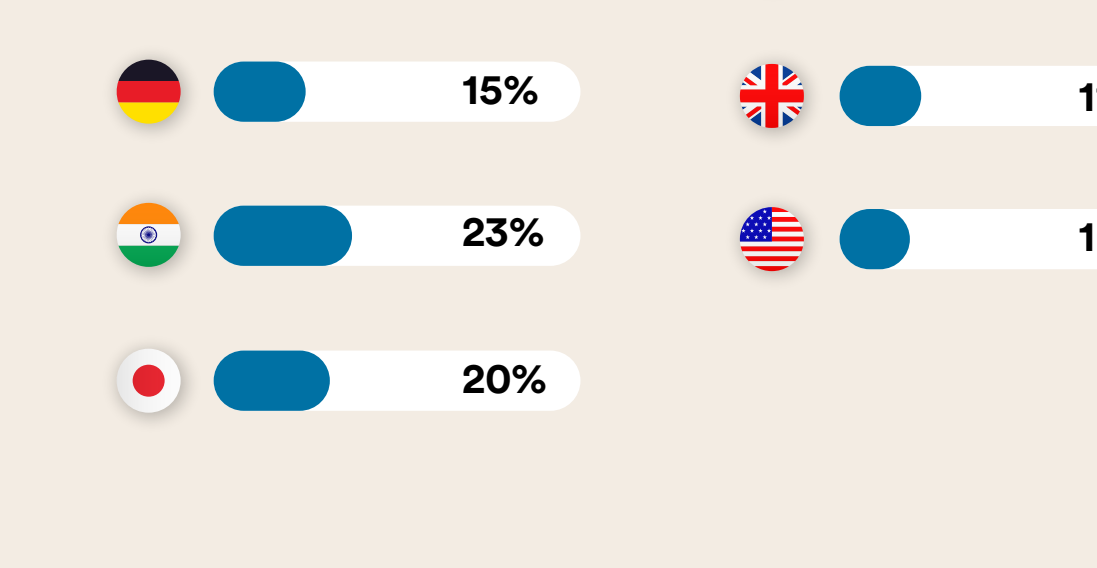


## The Problem Solver

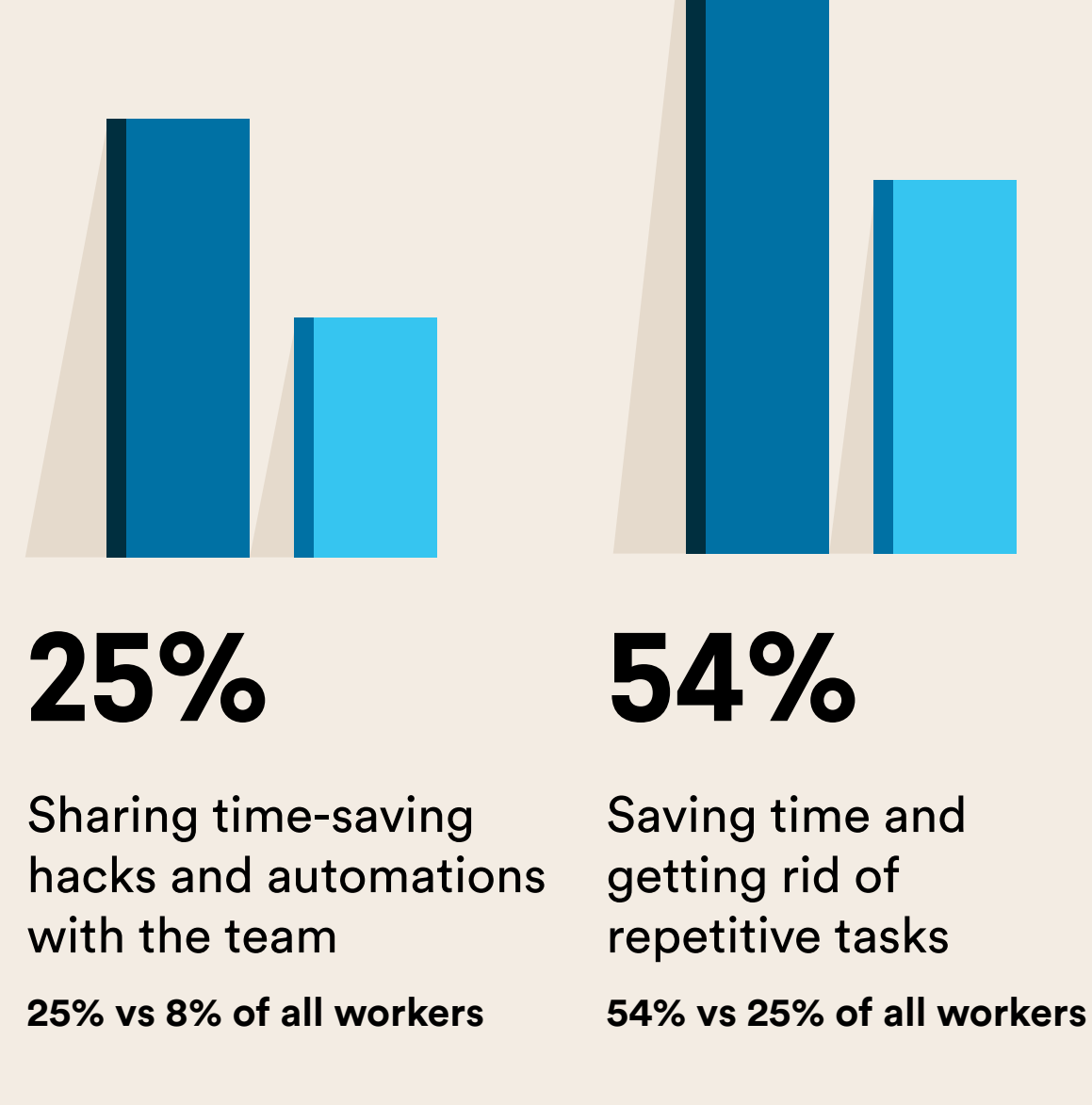


**16%** of all desk workers identify as The Problem Solver

Aversion to repetitive tasks; has a work hack for everything; early tech adopter; master of automation – obsessed with saving time and being more productive; most likely to go all-in on AI



What's most important to The Problem Solver?



**92%** Describe themselves as an Early Tech Adopter vs 60% of all workers

**77%** Are Excited about AI vs 42% of all workers

Colleagues describe them as best at... and most likely to...

