

The 2020 Theory Audience

Our ideal audience.



TIER 1: PERSONAL AND PROFESSIONAL CHANGEMAKER

- Open to being an advocate or evangelist for change among business, personally, or both.
- Embraces change.
- Is action-oriented around changes they can make in daily life.
- Passionate or interested in improving their impact or role in the world.
- Comfortable with risk; often considered an early adopter or the first to discover and share new ideas.

Tier 1 Persona: Kerry Jones



Restaurant Hostess

Age 28

Charleston, South Carolina

Kerry is a vibrant and fun leader of her friend and professional circles. She enjoys her job as a restaurant hostess, where she challenges the management to think about how they're building their company. She's respected by the entire team, who listen to her thoughtful suggestions. At home, she enjoys trying new ways to spark conversation at the parties she regularly throws at her house.

Kerry is always looking for new ways to provoke fun, self-aware discussion.



TIER 2: PROFESSIONAL CHANGEMAKER

- Has a clear reason to look into 2020 Theory and other sustainable solutions for the future, but it may not feel personally relevant yet.
- Has direct or shared financial & business decision-making power.
- Is more interested in external/business outcomes of change than personal outcome.
- Has influence over or desire to influence others.
- Open to change (but may not be looking for it or feel ready for it).

Tier 2 Persona: Sarah Curtis



Operations Manager

Age 26

New York City, New York

Sarah is at the heart of a rapidly growing start-up that is running as much on passion as expertise. She was just promoted to her first big role, and she's smart, motivated and ready to draw on her Master's Degree in supply chain management to make the business more efficient and more sustainable. She considers her fresh outlook and can-do attitude her biggest assets to the company.

Sarah is constantly looking for new and better management and efficiency ideas to present to the leadership team.

Tier 2 Persona: Denise Jones



Retired Investment Banker

Age 57

Hoboken, New Jersey

After an intense two decades as an investment banker, Denise is finally taking time to slow down and reflect on the wild ride. She's had to be cutthroat to survive and thrive in her field of choice, and now she's challenging herself to find ways to give back.

Although retired, Denise is extremely motivated and plans to remain an active advisor to clients and firms. Her first early retirement project is to research and develop a plan to create a series of positive changes with regard to social impact and diversity in her industry, so that she can implement main points of her plan through influence with her advisees.



TIER 3: CHANGE-MAKING MENTOR

- Is looking for tools to facilitate inspiration and new ways of thinking in others. May not yet feel personally motivated to create big change.
- Has influence of some kind as a friend, parent, teacher, etc.
- Has a strong sense of social impact and their role the world.

Tier 3 Persona: Sharon Mann



Secretary

Age 65

Detroit, Michigan

Sharon is a mom of two and proud grandma to three. She's spent her life diligently running the lives of her family and alpha male CEOs. While she's always had strong opinions, she's come into her own politically since Trump took office. At this point in her life, she knows what's right and wrong and isn't shy about sharing how she feels. She's dragged all three grandkids to protest rallies; don't get her started on tax cuts at the dinner table.

Sharon's eldest grandson is graduating from high school and she wants him to start investing in his vision for the world; he's a little apathetic in her opinion. She's looking for the perfect gift to get him started.

Tier 3 Persona: Aso Dizayee



Chief Happiness Officer

Age 35

Kansas City, Missouri

Aso one of the primary leaders at a two-year-old tech startup – his focus is keeping her customers and employees happy. As a first-generation Kurdish Muslim man in the Midwest, he feels sensitive about how his work reflects on his culture and how few minorities there are in his industry and geographic area.

Professionally, Aso is always looking for ways to do better work and subtly push limits without coming off as an activist. He believes change comes when we all agree to change, not when we're forced to, and he brings that mindset into her work. He knows that a sense of sustainability and inclusiveness will make customers more committed and attract even better employees as her company grows.

Tier 3 Persona: Fred Johnson



Economics Professor

Age 74

Minneapolis, Minnesota

Fred has been teaching economics for more years than he can remember, but remains passionate about introducing his students to the bleeding edge of economic theory and practice.

He's always looking for resources he can share with his students and colleagues that provokes new ideas in fun, thoughtful ways.

Appendix A: Additional Personas

These collaborators represent lower-priority potential collaborators in each tier.

Tier 1: Additional Personas

Emma Su

Communications Manager

Age 27

Chicago, Illinois

Emma works for a nonprofit that supports K-12 education. She's frustrated both by the U.S. education system's intractability and her own inability to get off an intense work treadmill that's burning her out.

As the owner of her nonprofit's social media feeds, she shares a lot of content about social impact and community building. It's her favorite part of her job because she's personally interested in building her community and more avenues to happiness.

Anthony Castillo

Student

Age 19

College Station, Texas

Anthony is a freshman with an undecided major and a grounded, gregarious attitude. He's popular in school, but has a strong group of close-knit friends that love and trust him.

While he doesn't have an end-goal yet, Anthony is very conscious of preparing for his future. He is always looking for new resources to save money and creatively think about what his life will look like when he leaves school.

Tier 1.5-2: Additional Personas

Allyn Defoe

Personal Trainer

Age 28

San Francisco

Allyn has always been athletically gifted and has considered himself a natural leader on the field. After high school, he decided to take both skills and start a career as a personal trainer.

In the last year, he's decided to build upon his success and start a mobile fitness studio. While running a larger business is new to him, he sees the change that motivation and feeling good in one's own body can create, and wants to bring that sense of inspiration to his clients and his company.

Jane Smith

HR Manager

Age 60

Omaha, Nebraska

Jane is a longtime HR professional, hoping to personally and professionally relate better to millennials and Gen Z. Her company is experiencing attrition and she wants to inspire staff to feel ownership and passion about their workplace.

All of Jane's old HR tricks aren't working like they're used to. She's nervous about automation and changes in her industry and wants to keep herself and her team relevant for years to come.