



**Name:** Sophia Tam

**Age range:** 50 years old

**Job Title:** College Teacher

**Time in Role:** 15 years

**Location:** Seattle, WA

### Key Tasks:

- Designs and delivers college-level curriculum
- Advises students on academic progress
- Balances teaching with family responsibilities

### Biography:

Sophia has taught college-level courses in the humanities for over 15 years. She holds a master's degree in education and is known for her thoughtful, student-centered teaching style. Recently, she has taken on additional responsibilities outside of work, helping her aging parents plan for the future.

### Work Goals:

In the short term, Sophia wants to stay organized and present for her students while supporting her parents through their transition. Long-term, she hopes to maintain work-life balance and find reliable resources to help her navigate elder care planning.

### Hobbies and Interests:

Gardening, book clubs and weekend hikes with her partner

### Communication Preferences:

Email and Text

### Learning Preferences:

#### Prefers:

- Practicing - non-graded deliberate practice of a task, procedure, or process
- Reading - articles, case studies, books
- Discussing - group/team discussions on a topic/process
- Listening - podcasts, audio books, audio-based instruction



**Name:** Sam Busby

**Age range:** 54

**Job Title:** Freelance Graphic Designer

**Time in Role:** 15 years

**Location:** Seattle, WA

**Key Tasks:**

- Creates visual materials for clients
- Manages deadlines independently
- Schedules calls with providers for her parents

## Biography:

Sam is an experienced freelance graphic designer with a background in visual communication. He is self-employed for over a decade and values the flexibility of remote work. Lately, his attention has shifted toward supporting his aging parents, especially with organizing appointments and exploring housing options.

## Work Goals:

Short-term, Sam wants to stay on top of client projects while making time to support his parents. Long-term, he hopes to build a more predictable routine and find helpful tools to manage both caregiving and creative work.

## Hobbies and Interests:

Reading non-fiction, running and playing video games.

## Communication Preferences:

Email, Phone and Text.

## Learning Preferences:

**Highlight** the items below based on your persona's preferences

### **Prefers:**

- Practicing - non-graded deliberate practice of a task, procedure, or process
- Reading - articles, case studies, books
- Observing - explainer videos, live demonstrations, job shadowing



**Name:** Laura Gomez

**Age range:** 47 years old

**Job Title:** Marketing Director

**Time in Role:** 5 Years

**Location:** Seattle /WA

**Key Tasks:**

- Manages branding and outreach strategies
- Oversees team deliverables

## Biography:

Laura has a background in communications and earned her MBA in marketing. She currently leads the marketing team at a mid-sized firm in Seattle. Laura is known for her strategic thinking and ability to manage high-pressure campaigns. Outside of work, she's taken on the role of helping her parents plan for their next chapter, including the possibility of downsizing.

## Work Goals:

In the short term, Laura wants to maintain her team's performance while staying emotionally available for her parents. Long-term, she's looking for ways to integrate work-life balance and feel confident in the decisions she's making around elder care.

## Hobbies and Interests:

Running, baking and go to the movies.

## Communication Preferences:

Email and text

## Learning Preferences:

### **Prefers:**

- Practicing - non-graded deliberate practice of a task, procedure, or process
- Reading - articles, case studies, books
- Listening - podcasts, audio books, audio-based instruction
- Writing - essays, written assessment answers