

THE SEEKER



"Better local connectivity for new members joining. I have no information about local members, activities, or organization and am anxious to get connected."

Age: 35-49

Family: Married with adult children

Veteran: Yes

Employment: Part-time/
unemployed

Territory: South Central

Purpose, Identity, and Community

Purpose



Identity



Community



Goals

- The seekers goal is to find information about how to deploy, when to deploy, and what to do on deployment.
- They want to connect with someone about how they can get involved.
- They are trying to find Team Rubicon activities to fill their time.

Activities

- Checks Roll Call calendar often
- Updates profile with skills and experience as he receives external certifications and training
- They have deployed 1-3 times in the first 6 months of being a Greyshirt.
- Maintain communication after meeting local leadership.

Attitudes

- They believe that only op experience can truly inform them about the company and its procedures
- Expects his/her skills and experience to be taken into consideration for deployment.

Aptitudes

- Lifelong user of technology and is a quick learner, but irked by things that "don't work like they should"
- Quick to go to social media to seek out answers for technological roadblocks
- Good at reaching out and connecting with people, networking.

Frustrations

- Lack of communication after signing up and completing training
- They don't know what to do next after finishing the training because of a lack of guidance online.

Information

Source



Common Questions

- Where do I sign up to deploy?
- When can I deploy?
- Why isn't there anything going on near me?
- Where can I find information on who my local leadership is?

Skills

Seekers are confident in the skills they acquire due to having been on an op.

Motivation

Their time availability, and there want to feel needed at this point in life motivates them.

THE IDEALIST



"I like helping people, but don't want to get in over my head"

Age: 18-34

Family: Married, young children

Veteran: Yes

Employment: Full-time

Territory: Northwest

Purpose, Identity, and Community

Purpose



Identity



Community



Goals

- The idealist goal is to find information about how to deploy, when to deploy, and what to do on deployment.
- They want to know what is happening in their local area so they can get involved.
- They are trying to find time to participate in Team Rubicon.

Activities

- Idealists do a shallow search when they need information.
- They just wait after doing the training, hoping someone will tell them what to do.
- They haven't received communication from TR since their completed training for a minimum of 3 months.
- They have not deployed.

Attitudes

- The idealists don't believe they get enough information after training.

Aptitudes

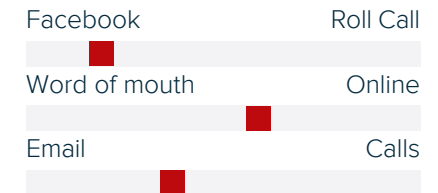
- Idealists are good at finding information out for themselves via websites and social media.

Frustrations

- Lack of communication after signing up and completing training
- Deployment information: not knowing how to get notified, selection criteria, or being selected

Information

Source



Common Questions

- What is the deployment process?
- Why have I not been contacted?
- Where can I find information on who my local leadership is?

Skills

Idealists are good at finding information on the internet. But they are uncertain about what skills they need in order to be in TR.

Motivation

They want to help their local community.