



Ron Jones

SYSTEM ANALYST II - RIS

DEMOGRAPHICS

Age: 54

Job Category: Individual Contributor, Exempt

Income: \$95,000

Status: Married

Residence: Des Moines, IA

VALUES, MOTIVATIONS, FRUSTRATIONS

Values: Integrity, respect, follow-through, family

Motivations: Work-life balance, feeling valued, efficiency, helping customers, comfort in workspace

Frustrations: Neighborhood work environment, transition to FTO, understaffed team

BIO

Ron is an "ABC Company Lifer" and has worked at the company for over 30 years. He is married with two kids aged 17 and 23. He has loved his career at ABC and remains very loyal to the company. He uses his eight hours of volunteer time off at the ABC Golf Charity Classic. He plans to retire in a few years, but he feels like the company is pushing employees like him to retire sooner with their recent benefit changes.

He feels left behind by what he considers "trendy" benefits offerings to appeal to millennials. He wishes he still had his own desk. He doesn't understand why the decision was made to not pay out PTO banks when transitioning to the FTO program. He still enjoys his work and his co-workers. But he's change-resistant, stuck on past benefit changes that happened over 10 years ago, and has no plans to embrace the recent changes in his time left at ABC.

QUOTE

"I have worked at ABC Company for over 30 years and I have never felt less valued than I do recently. It feels like more things are being taken away - first it was free drink Monday, our ticket to fun program, holiday boxes...Now, I don't even have a desk and can't display photos of my family. I wish we'd spend less time appealing to millennials who will leave after two years and more time taking care of employees who have put in the work and stuck with ABC through their careers."