



Learning Preferences

What motivates or enables me to learn?

- Personal development opportunities
- Coaching/mentoring style

Learning Barriers

What demotivates me or makes it harder for me to learn?

- Time constraints
- Limited qualified people to train employees in leadership positions



Name: Marianna Gonzalez

Demographics: Age: 47 | Location: Springdale, PA | BS, Operations Management | First person in her family to attend college | comes from blue-collared, middle-class family

Cultural assets, beliefs and/or identities: Raised in Latin neighborhood | Identifies as Latin-American | Cisgender | Heterosexual | She/Her | Attends Catholic church | Most Sundays are family dinners with her parents, siblings, and their children

Attitudes towards learning: Learning never ends. We should accept every opportunity for personal development. The goal should be to learn, absorb, grow and pass along our knowledge to those willing to listen.

Photo by [Christina @ wocintechchat.com](https://www.unsplash.com/users/christina) on [Unsplash](https://www.unsplash.com)

Goals and motivations: Become the first Latin C-level executive for QVR Logistics | To be a role model for the next generation in her family and community | Set the standard for transformational leadership company-wide | develop programs to obtain, train and retain talent within lower income communities

Technical skills and learning preferences: transportation management system | Excel | prefers to learn by doing

Social and emotional needs: Connect with her team in a genuine way | Family quality time | interact with community members | she prefers quality time and random acts of kindness | girls' night | dating adventures | randomly receiving her favorite Starbucks order at work

Anticipated challenges and barriers to the learning experience: The more she advances in leadership, the less hands-on opportunities she will receive | She has time constraints due to her position and responsibilities which makes it a challenge to find time to concentrate on personal learning opportunities



Learning Preferences

What motivates or enables me to learn?

- A formalized training setting with a detailed digital training manual
- Training focused on technology integration

Learning Barriers

What demotivates me or makes it harder for me to learn?

- Being in an environment with old school people resistant to change; thus slowing down the training process
- Nobody willing to create formal training



Name: James Harris

Demographics: age 32 | location: Pittsburgh, PA | Rents downtown loft | BS, Business Management | raised in white-collared family | Caucasian | Single | He/Him | raised in Boston, MA

Cultural assets, beliefs and/or identities: Considers himself an All-American guy | He spent his childhood summers going to Red Sox games with his Dad | Raised in a Presbyterian household | Identifies as heterosexual cisgender | celebrates traditional American holidays | visits his family 3-4 times per year

Attitudes towards learning: Learning is required for career advancement | learning should be formalized and easily accessible

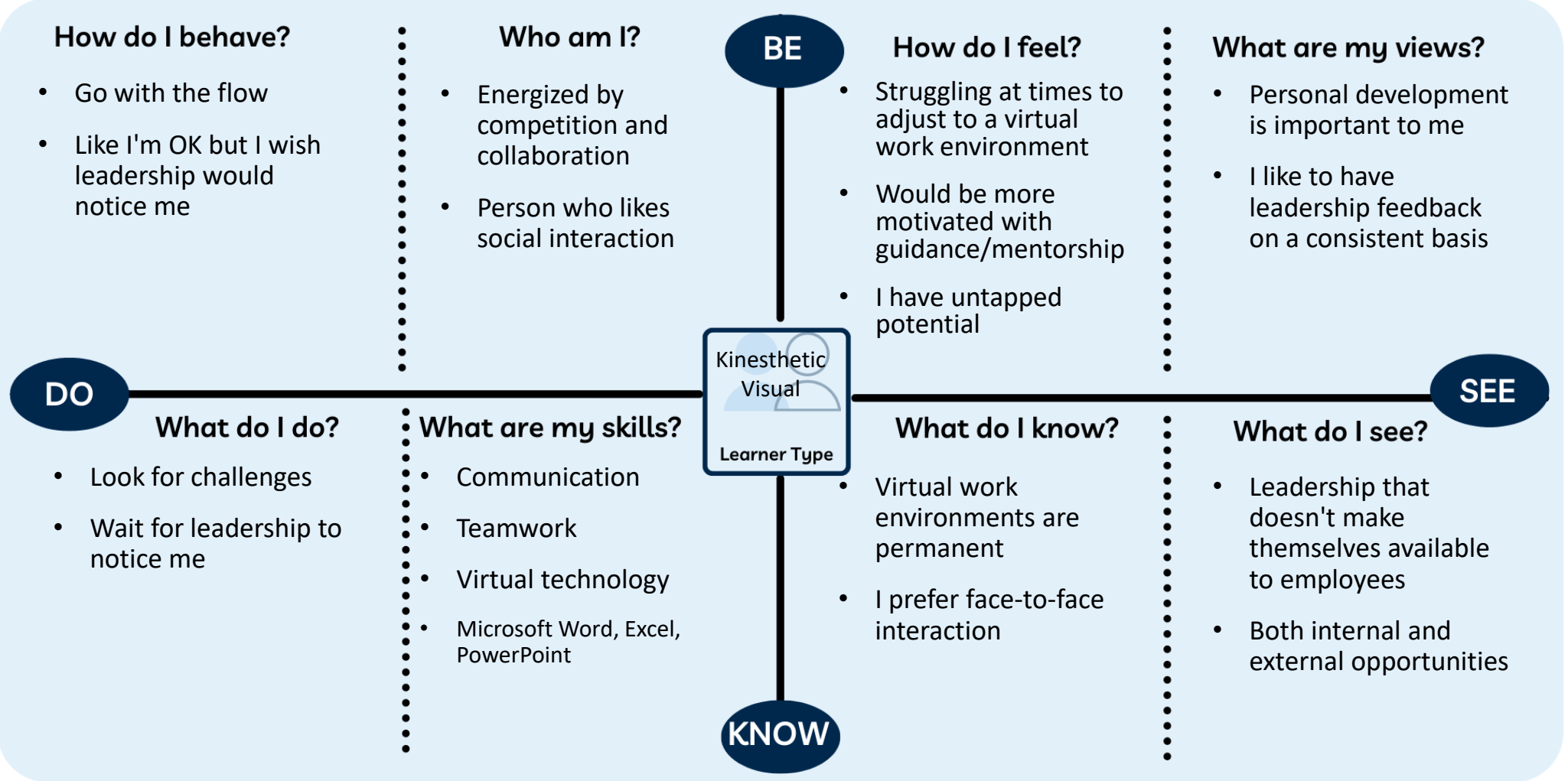
Photo by [Chalo Garcia](#) on [Unsplash](#)

Goals and motivations: Maximize his earning potential | Retire by 40 | Live a debt-free life | Have the financial resources to travel the world | Get married and start a family within five years | Live life to the fullest

Technical skills and learning preferences: Sales Management System | virtual communications | prefers to learn in an organized manner with a structural training program

Social and emotional needs: He requires a high-level of social interaction so it's important he maintains a full social calendar | spends weekends riding bikes with friends, hiking, attending local events and spending Saturday nights at his favorite craft beer establishment | He responds to affirming words and physical touch so his emotional needs are met when he receives praise regardless if it is from his work performance or a karaoke performance; he enjoys the physical interaction of salsa dancing and is considered the best hugger in his social circle

Anticipated challenges and barriers to the learning experience: The logistics industry leadership is predominately caucasian men in their late fifties/early sixties who cling to the old school mentality and resist technology advancements. Because of this, it is a challenge to get current, technology related formalized training created and implemented.



Learning Preferences

What motivates or enables me to learn?

- Hands-on experiences
- Watching others and videos

Learning Barriers

What demotivates me or makes it harder for me to learn?

- Lack of access to leadership/mentoring
- Lack of access to relevant training videos



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Name: Kris Wakefield

Demographics: age: 24 | In a committed relationship | Location: Pittsburgh, PA | AS, Business Management; enrolled at WGU and pursuing BS, Business Management | Raised in Royal Oak, a Detroit middle-class suburb

Cultural assets, beliefs and/or identities: Identifies as Black American | Detroit roots gave a love of jazz festivals | Detroit is multi-cultural; celebrates Paczki Day, loves Greek food, Detroit-style pizza, and visits the Eastern Market Historic District when she visits her parents in Royal Oak. Believes acceptance, love and respect are the three key components to human interaction | Attends LGBTQ+ events | Identifies as non-binary | They/Them | Believes in a Higher Power but does not identify with a specific religion

Attitudes towards learning: Feels learning is important | Experiencing in the moment is as valuable as a training session

Goals and motivations: Complete college | develop more specific career path | become an advocate for LGBTQ+ in Logistics industry

Technical skills and learning preferences: Prefers a combination of visual and hands-on learning | Understands virtual systems | Microsoft Word, Excel, PowerPoint

Social and emotional needs: Has a close-knit, diverse network of friends | Has both introvert and extrovert components; sometimes prefers a small group of friends having a dinner party and watching a movie. Other times she craves the social interactions at a jazz festival or outdoor event | she prefers a clean and calm environment

Anticipated challenges and barriers to the learning experience: Due to the high demands of the industry, it may not be feasible for the company to produce the type of training videos they seek | lack of access to leadership/mentoring