

Case Profile: Cody

Cody is obsessed with time – he's a data-processing specialist and insists on measuring the data sets he analyses by how large they are and how long it takes to process them, rather than by considering the financial cost or quality of the recommendations that the findings suggest. Nevertheless, he's practical, reliable and efficient, and expects a high level of participation and engagement from his team mates. He is highly skilled at what he does, turns ideas into actions and organises work that needs to be done. However, this can lead to lack of understanding for his team mates' needs and he can be rather inflexible when it comes to ad hoc innovations that Toby (PM) suggests and thus slow to respond to new possibilities, which can cause negativity and disruption during projects.