★ PRIMARY PERSONA

workshopr.io

MAYA OKONKWO

THE WORKING FACILITATOR · INDEPENDENT PRACTICE



"My clients never see the workshop. They see the agenda that lands before it and the recap that lands after. Those two documents are my reputation."

PERSONAL

Gender	Female
Age	38
Location	Austin, TX · delivers on client sites
Education	BA Psychology, UT Austin · IAF Certified Professional Facilitator
Role	Founder and lead facilitator, 2-person practice, 8 years
Income	$140,000 practice revenue, variable

TECHNOLOGY

Desktop	★★★★★
Mobile	★★★☆☆
Tablet	★★☆☆☆

High but pragmatic: lives in FigJam, Miro, Notion, Zoom. Not a tinkerer; tools must just work on a deadline.

SOCIAL MEDIA

LinkedIn · Instagram · Substack · YouTube

WORKSHOPR FOOTPRINT

LEARN	Tips feed; an Academy ebook a quarter
PLAN	Planner (Pro), the library, Agenda Check before every delivery
FACILITATE	Facilitator app (Pro), Sidekick as a second screen
SYNTHESIZE	Synthesize after every session; DNA taken once, quoted often

DAY IN THE LIFE

MORNING

Delivery days start at 6:00. She re-reads the run-of-show she exported from Planner, checks her timing buffers one last time, and packs materials against the agenda's materials list. On site by 8:15 to reset the room: boards up, markers tested, Facilitator open on the laptop before the first participant arrives at 9:00.

AFTERNOON

She delivers. Timers, scripts and her own notes live on the laptop screen; her attention lives in the room. She captures parking-lot items as they surface and photographs every flip chart before the room resets at 3:30. On non-delivery days the afternoon is agenda work: assembling next week's session from the library, running it through Agenda Check, and taking discovery calls.

EVENING

The recap. Board export and photos go into Synthesize; she spends ten minutes editing themes into her own voice, fixes an owner on two action items, and sends the client summary before 7:00 while the session energy is still warm. Then a chapter of a facilitation ebook, and prep for tomorrow.

GOALS

- Turn every engagement into repeat business with a fast, rigorous recap — **High**
- Cut agenda-building time so prep stops eating billable hours — **High**
- Send the client recap the same day, every time — **High**
- Position herself as a strategic partner and raise her day rate — **Mid**

NEEDS

- A library of proven exercises she can trust under deadline pressure — **High**
- Live tools that are glanceable mid-facilitation and never compete with the room — **High**
- Synthesis she can defend: every theme traceable to the sticky that sparked it — **High**
- A pre-flight check that catches pacing and energy problems before the room does — **Mid**

MOTIVATIONS

- Craft: being visibly excellent at the thing she chose to do for a living — **High**
- Margin: every unbillable prep hour comes straight out of her income — **High**
- Reputation: the facilitator who somehow has the recap out same-day — **High**
- Reclaiming her evenings from writeups — **Mid**

FRUSTRATIONS

- Agenda design and the recap are 3–4 unbillable hours per session — **High**
- Generic AI summarizers lose participants' actual words and can't show provenance — **High**
- Tool sprawl: Miro, docs, a timer app and slides that don't talk to each other — **Mid**
- Cookie-cutter templates that make her look like every other facilitator — **Mid**

PREVIOUS EXPERIENCE

Before Workshopr, Maya ran her practice on a Miro account, a folder of Google Docs agendas, a kitchen timer and late nights. Agendas were rebuilt from scratch for every engagement; timing was gut feel. After sessions she re-typed stickies into a doc and hand-clustered them into themes, which cost her most evenings and occasionally a full day of turnaround. When a client asked "where did this theme come from?", her only evidence was the photo roll on her phone.

DESIGN IMPLICATIONS

- **Speed-to-draft is sacred** in every phase: agenda assembly, pre-flight, synthesis. Protect it from creeping friction.
- **Provenance is non-negotiable.** She will not send a client anything she cannot trace.
- **Editing must feel like authoring.** The AI drafts; she finishes in her voice.
- **She is the lifecycle persona.** Designed, then Delivered, then Synthesized in one connected object is her work week; the north-star metric counts her.
- **She pays $19/month without blinking** if it saves one evening. Branded, client-facing polish is the upsell she'd fund next.