

### Three Dale Dorans – Interests, Predictions, Constraints, Risk Tolerance

|  | DD 1  | DD2   | DD3   |
|--|---|---|---|
| Current circumstances at work                                    | Deteriorating, bad decisions create long term risk, day-to-day unpleasant   | Deteriorated, revenues flat despite economic uptick, commis. reduced 25%, \$ put into marketing, Boss intends to pay back. Dale bears more of his expenses. | Deteriorated dramatically Revenues up modestly overall, but Dale now bears more of his expenses. Three customer accounts recently “stolen” and given to boss’ daughter. |
| Views re boss, recent actions                                    | Sees boss as paranoid, bitter, increasingly abusive, threatening acts to reduce income  | Boss’ increased anxiety makes him irritable & insulting to all staff; has targeted somewhat toward Dale.  | Boss more difficult, and directly insulting and abusive to Dale. May be due to daughter’s jealousy and Dale’s ownership share.  |
| Views toward co-workers  | No love lost, all are jealous   | Other sales people are friends, concerned about them if the company goes under.   | Others have been cold and unfriendly, may be viewing him as a “traitor in our midst.”   |
| Prediction, confidence re building new customer base,            | Confident of getting new customers, \$50K commis.1 <sup>st</sup> yr.; est. 3 yrs. to current \$;est. min \$100K commis. in 2d Upscale yr., higher if keep some customers. | Uncertain re getting new customers & reasonable commissions, est. 3-4+ years. Much travel required, many potential new customers far away.                  | Would not feel right going to Upscale Design, abandoning old customers. Doubts Upscale maintain job offer without customer base.  |
| Willingness to travel  | Not mentioned, presumably ok.   | Hates travel; it interferes with coaching soccer/ homework; spouse travels a lot.   | Spouse’s job requires travel.   |
| Family finances: ability to pay legal fees without client income | Could pay attorneys’ fees   | Could only pay attorneys’ fees if NEITHER his nor spouse’s income decline significantly.  | Spouse’s salary doubled. Can afford attorney’s fees for litigation.   |
| Non industry options?  | None mentioned, but does feel some customer loyalty   | NO idea re other options, other industries; concerned re long days, travel.   | Wouldn’t mind leaving industry, at least for a while; enticing job offer with college friend’s new business.  |
| Other  | Believes judge/jury on his side. Boss won’t release, fears competition. Leverage required.  |   | Worthwhile to fight non-compete, to go to Upscale with customers; values showing boss and daughter they can’t treat people this way.                                    |

