

THE FIVE MOST IMPORTANT QUESTIONS YOU CAN ASK ABOUT YOUR ORGANIZATION

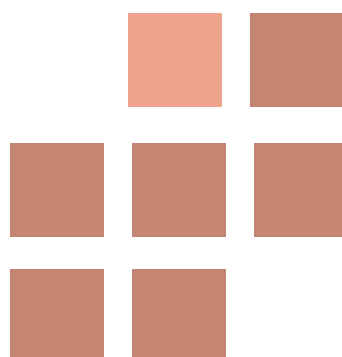
1. WHAT IS OUR MISSION?

Define your purpose - and make sure everyone on the team knows it.



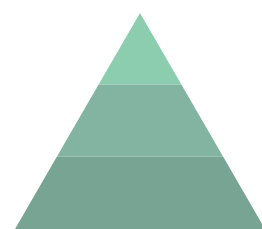
2. WHO IS OUR CUSTOMER?

Identify your primary and secondary customers - who they are and where they are.



3. WHAT DOES OUR CUSTOMER VALUE?

Identify what your customers really want and need - and make this your value focus.



4. WHAT ARE OUR RESULTS?

Evaluate your actual results against your customer value focus.



5. WHAT IS OUR PLAN?

Create or refine your plan to deliver real value for your customers. This is the way to sustain and grow your organization.

