



Says
What have we heard them say?
What can we imagine them saying?



Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

INTERNAL

CUSTOMER

FOCUS The
Financial
Performce of
the Business

KPI'S
i) Revenue
ii) Opex
iii) Net Proft

Focus Cust
omer
Satisfcation

KPI'S
i) Level of
returns ii)
Lifetime Value
iii) Customer
satisfcation



INTERNAL

**LEARNING &
GROWTH**

Focus
The
efficiency of
the Business

KPI'S
i) Machine
Downtime
ii) Inventory
Level
iii) Unit Costs

Focus
Internal
Knowledge
& Innovation

KPI'S
i) Employer
retention
ii) Level of new
product ideas
iii) Employer
satisfcation



Does
What behavior have we observed?
What can we imagine them doing?



Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?