

CUSTOMER, SHAREHOLDER AND EMPLOYEE SATISFACTION
 PROCESSES THAT **CREATE VALUE** BY MANAGING
 MARKET REQUIREMENTS, AVAILABLE RESOURCES AND MEMBERS OF ORGANIZATIONS

**MARKET BASED
 WORK PROCESS**

MARKETS:

CUSTOMER GROUP

External

CUSTOMER GROUP

Internal

CUSTOMER INTERACTION

Identify customers/groups

Ascertain
 customer/group needs:
 Critical
 Basic
 Nice to have

NEED.1

NEED.2

NEED.3

1

Feedback
 Process

6

CREATES:

5

**VALUE
 UTILITY
 BENEFITS**

PRODUCT & SERVICE
 OFFERINGS

4

RESOURCES:

RESOURCE.1

3

RESOURCE.2

RESOURCE.3

Step 2A

2

Step 2B

Step 2C

*Define
 opportunity;
 Understand
 in/out
 process*

*Collect,
 interpret,
 report
 current
 critical data*

*Allocate
 resources,
 define
 alternatives
 processes and
 measures*

