

1 Voice of the Customer

In your work, you're involved in creating and providing a service (or services). Your customers are on the receiving end, so you're their supplier. They count on you (and perhaps others), because the quality of their work depends in part on the quality of what you deliver to them.

First, who are your customers, and what do you and your colleagues create or produce or deliver that's important to them?



If you sat down with a representative group of your customers, and they were open and honest with you in giving feedback about the services you and others provide, what would they likely say?

Likely POSITIVE observations from my customers:	Likely CRITICAL observations from my customers:
--	--

2 Voice of the Process

For most people at work, nearly everything they do is part of a process that delivers something to customers. What is one of the most important processes in which YOU work and/or manage?

--

What are some of the POSITIVE signs that this process is delivering value to customers?	What are some of the WARNING signs that this process might be falling short?
--	---