

Financial

Lower  
Cost

Increase  
Profitability

Increase  
Revenue

Customer

Lower  
Wait  
Time

Improve  
Customer  
Retention

Internal  
Process

Increase  
Process  
Efficiency

Lower  
Cycle  
Time

Organizational  
Capacity

Improve  
Knowledge and  
Skills

Improve  
Tools and  
Technology

Leading  
Question:  
How?



Leading  
Question  
if Then ?