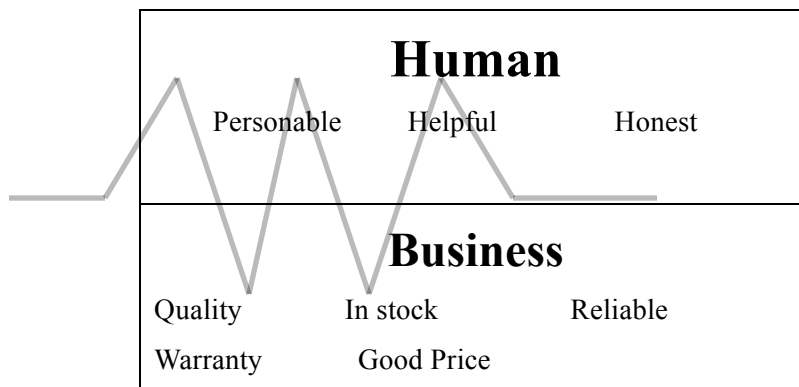


# Appendix D: Human/Business Model



Facilitate the Human Business Model:

Draw the diagram on Flip Chart and add the words Human and Business without the line.

Ask: when you're a customer and purchasing a product, what are some of your expectations on the Business Level about the product you are purchasing? Write the responses in the business box (like examples above).

Ask: what are some of your expectations about how you are treated on a human level by a service provider? Write responses in Human box.

Ask: In the medical industry, what is flat lining? (death)

Does anyone have an experience where the company flat-lined on the business level, had a great product, but you were treated poorly in the process? What happened?

How about on the Human Level, the service was great but the product was a dud? What happened?

Flat lining on either of these levels and not providing both top quality treatment and product can create flat lining or "death" to an organization.

Draw an arrow starting in the Human side, and ask: Why is it important to start off on the human level and attend to the business throughout and always exit on the human level?

Share Quote: "People don't care how much you know, until they know how much you care."