

The Service Model™

Customer Chain of Needs: Think “through” your Customer (C1) to their respective and specific needs. Who is your customer? Who decides to write the check to complete the transaction (C1)? Who is their customer (C2)? What are their needs? Repeat through C3. Insights?

Here is the “Frontline” of your business →

Performance: The moment of truth – time to interact and serve the customer. The four previous layers support Performance. Think in terms of customer touch points, e.g. sales, delivery, and customer service.

Process: Having identified *who* will manage and do the work (People), now it is time to address *how* the work will get done. Include functions such as Marketing, Finance, IT, People/HR, Operations, Legal, etc... as well as steps and procedures to get the work done.

People: Whom do you need on your team to engage the purpose and to align and make the Plan happen? Think in terms of roles and responsibilities rather than specific persons necessarily.

Plan: Write your vision(s), missions, and values (values go to the right of the Service Model) Think through to the needs of your Customers (C1 – C3) and how you want to serve them. Include key strategic, operational, and tactical plans. Here is where you position and direct the trajectory of the business.

Purpose: The On-Purpose Principle is the base. Write the purpose of your organization here. Use the purpose as the point of integration and alignment for the layers above. It informs your design and decisions.

C2's Customers (C3)

C1's Customers (C2)

Customers (C1)

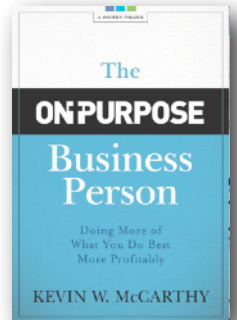
Performance

Process

People

Plan

Purpose



Values: Values are second only in importance to Purpose. They are represented by and run along the V-shaped edge of The Service Model to function like guardrails on a road to protect against crossing ethical boundaries. They govern decisions and behaviors that shape company culture. Without them, anything goes.