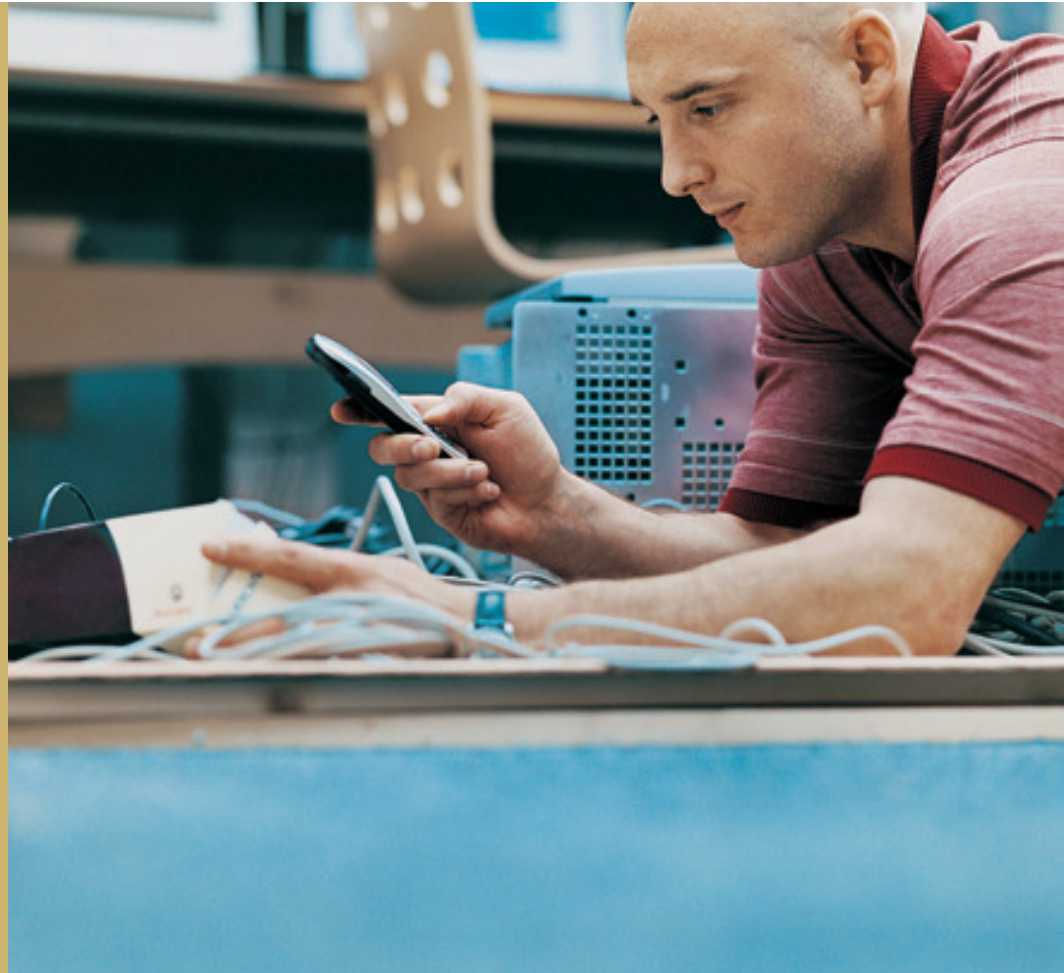
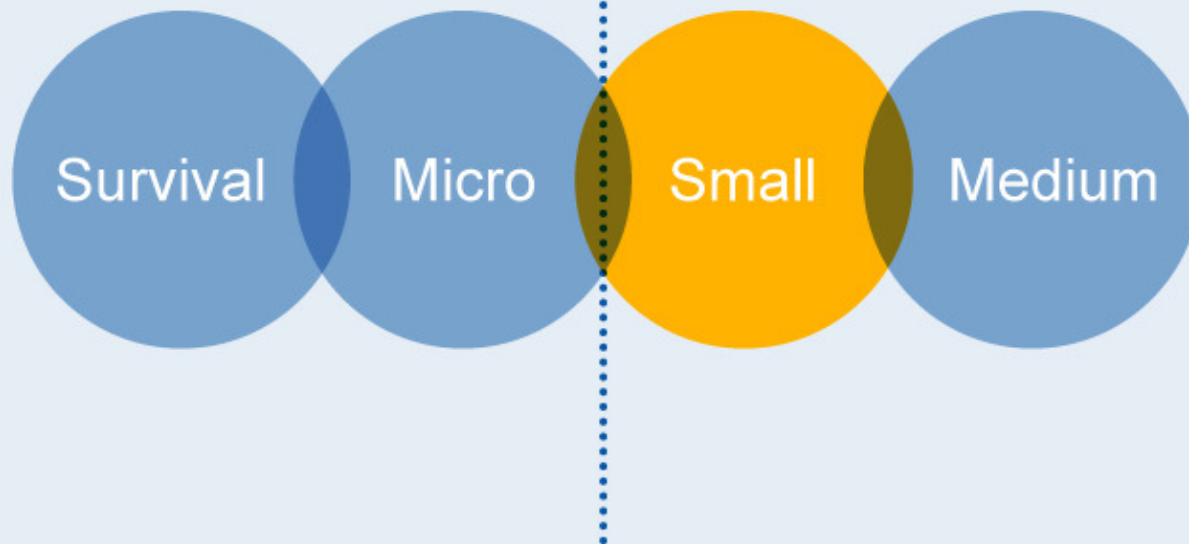


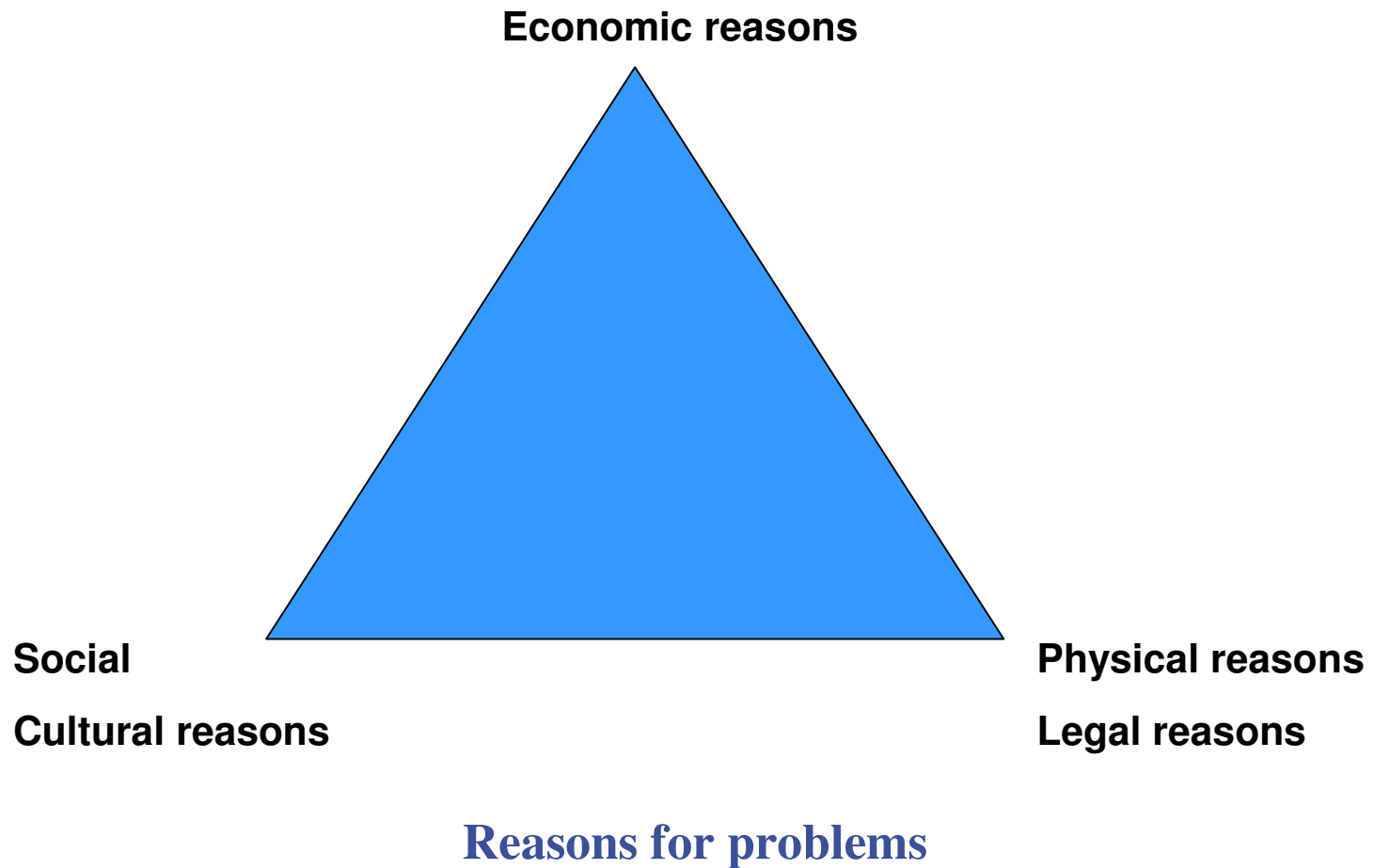
DO WE KNOW OUR CLIENTS?

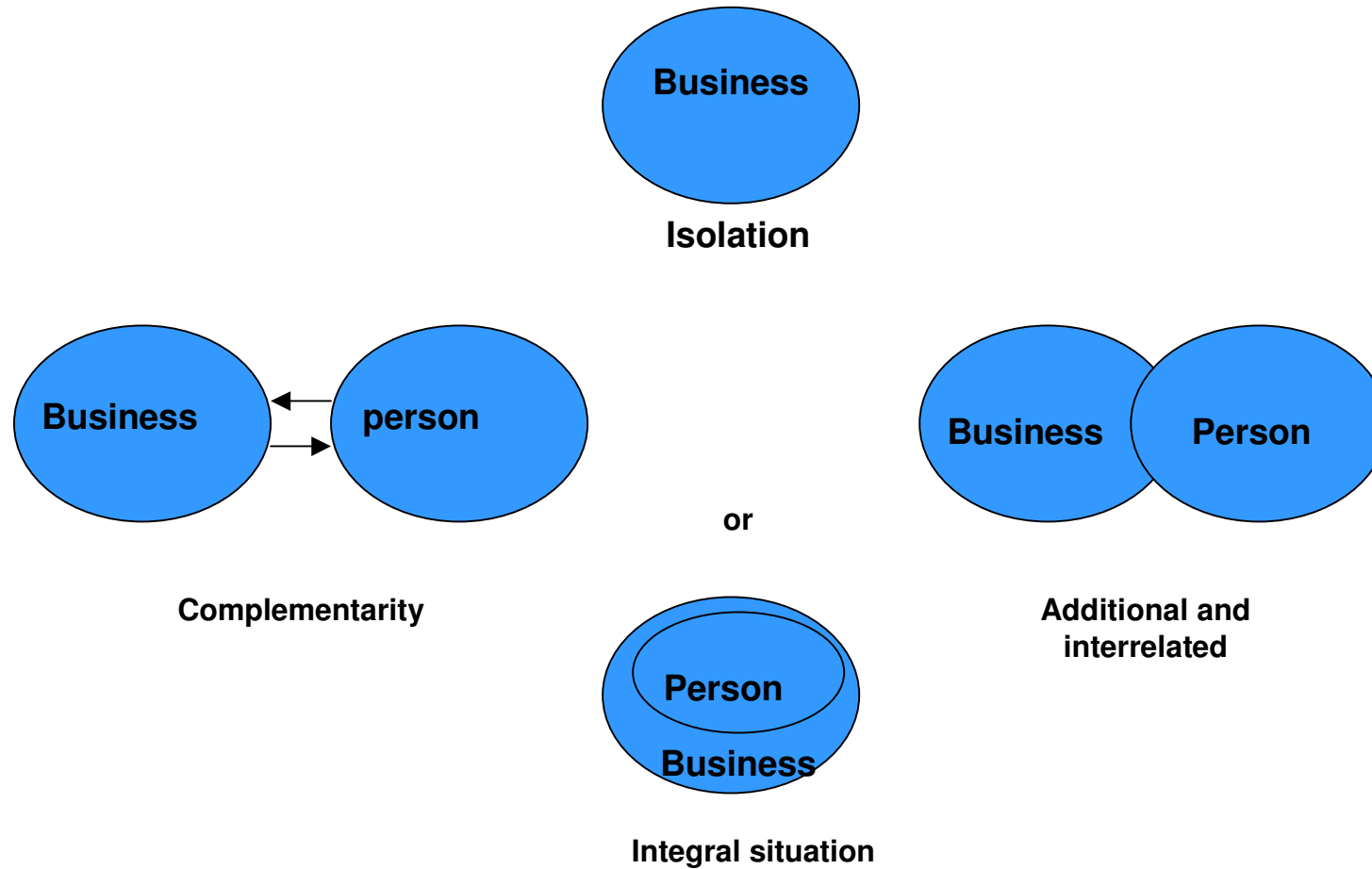
September 2007
Klaas Molenaar



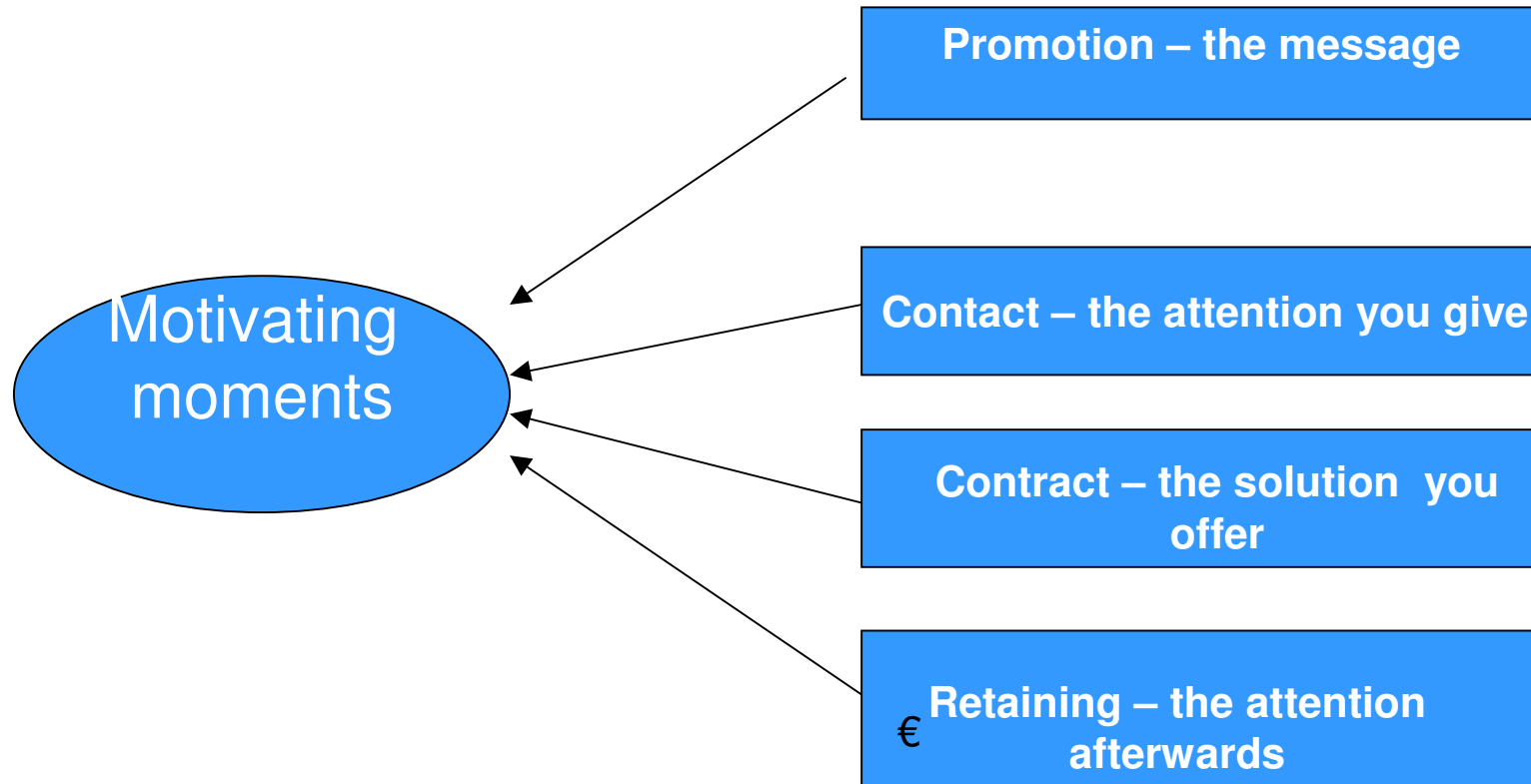
What business are they in?







Whom do you serve? The person or the business?



⇒ **What triggers you in the cases?**

⇒ **What are the dilemmas that are similar to your organisation?**

⇒ **What are the lessons to learn from it (for you/ for others)**

⇒ **What actions would you take?**