

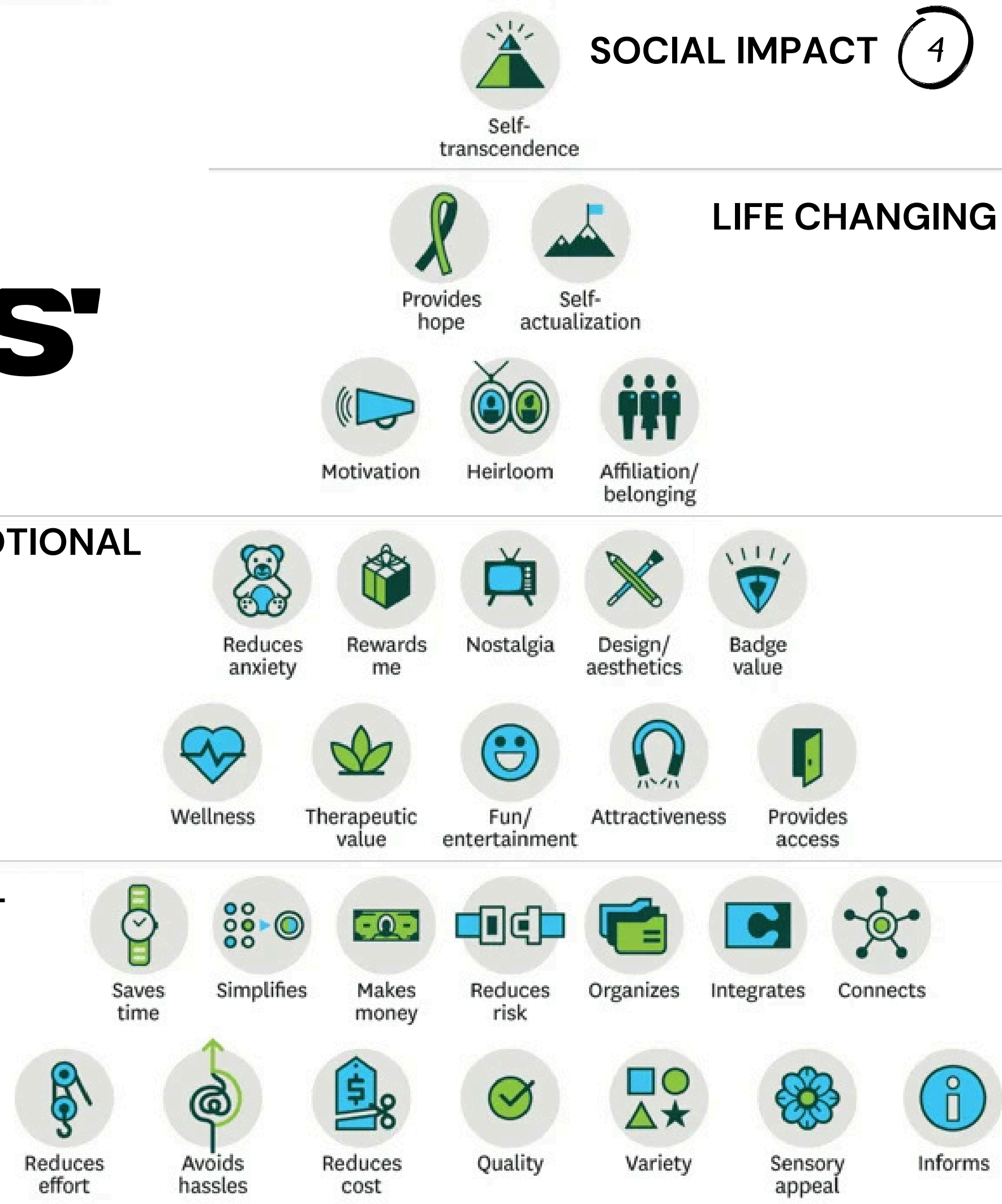
Your customers' needs!

1 FUNCTIONAL

2 EMOTIONAL

3 LIFE CHANGING

4 SOCIAL IMPACT



Source: This pyramid has been adapted for this workshop from Bain & Company.

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