

# WHAT'S IMPORTANT TREE

Identifies attributes that are critical to satisfaction or success for a product, process or service



## Attributes

Elements that must be done well to achieve a positive outcome

Absence of an element results in defect, error or dissatisfaction

Translates broad requirements into specific attributes

## Application

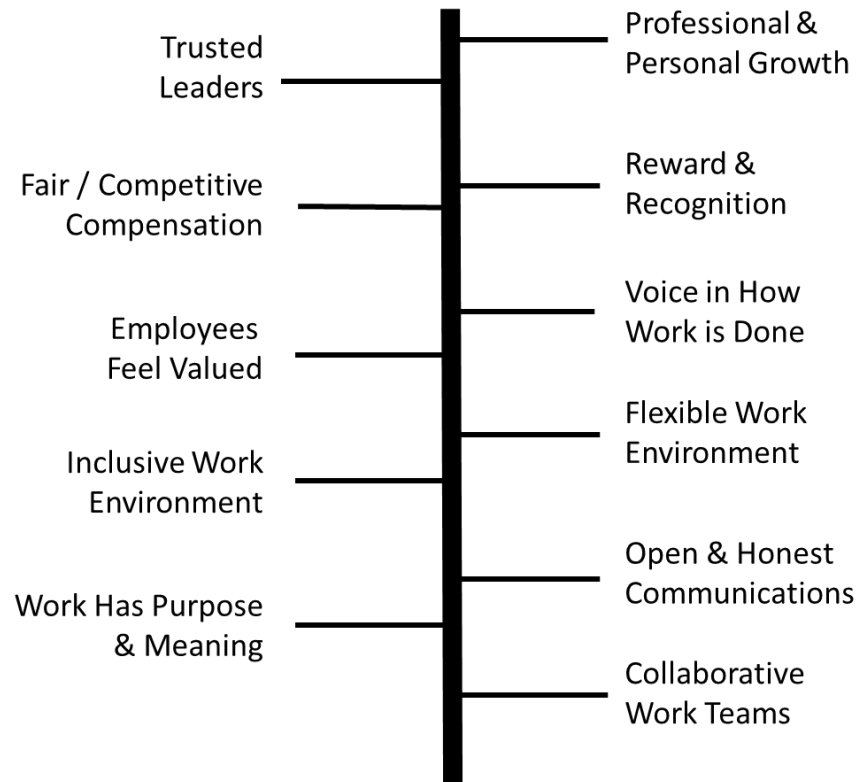
Used to identify attributes that should be monitored and /or measured

Provides checks and balances when making process changes

Identifies attributes that should be considered in decision-making

Help determine areas where controls should maximize benefits

## EXAMPLE Employee Engagement



## Employee Engagement