**Module 3: Who Are Our Customers?**

*Worksheet*

Every day, we communicate with a host of different customer groups, each with their own interests, concerns, and points of view. These customer groups can essentially be divided into two categories: **external** and **internal** customers. In each category, list the various customer groups you deal with in your school or department.

**External Customers** (Those who support or have an interest in our schools, as well as those who provide services to our schools)

**Internal Customers** (Those with whom you work, as well as others who frequent your building)

**How do our customers connect to our schools?** (List ways that each group interacts with your school or department)

**Where do you represent your school or district in the community?** (List organizations, churches, clubs, teams, groups that you belong to or are active within the community.)