

# people groups™

A grouping system to better manage expectations of people you interact with most.



SOCIAL	OPERATIONAL	ORGANIZATIONAL
<p><b>01 Spouse</b> An intimate partner in which you share love and private experiences.</p> <p><b>02 Family</b> A group of people who share ancestry with you.</p> <p><b>03 Friends</b> A familiar person in which you share close bonds and mutual affection.</p> <p><b>04 Associates</b> A person you know slightly, but not a close friend.</p> <p><b>05 Strangers</b> A person you haven't met before.</p>	<p><b>06 Ownership</b> An equity stakeholder in your business.</p> <p><b>07 Employees</b> A person employed for wages and salary, especially at a nonexecutive level.</p> <p><b>08 Customers</b> A person or organization that buys goods or services from you or your business.</p> <p><b>09 Suppliers</b> A person or entity providing needed resources for your business.</p> <p><b>10 Contractors</b> An outside person or entity who agrees to perform work on behalf of your business.</p>	<p><b>11 Government</b> The governing entity controlling your business's ability to operate.</p> <p><b>12 Competitors</b> A similar person or entity who seeks the same resources as you or your business.</p> <p><b>13 Partners</b> A person or entity externally connected to you or your business for greater opportunity.</p> <p><b>14 Community</b> An audience of people within close proximity of your business.</p> <p><b>15 Media</b> The audience of people in mass communications, interested in your business.</p>