

people groups™

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



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