

# **The Four E's**

#### Effectiveness

Did we get the job done?

# Experience

What was the client's journey through this transaction?

# Evaluation

What are the lessons we learned from this transaction? What are the patterns that continue to show up?

# Expectations

What expectations are we not setting and we should be? What expectations are we setting that aren't being heard? What expectations do our clients have that we aren't hearing?

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