

## MBNQA Key word List (Internal Environment)

### 1. LEADERSHIP

1.1 Senior Leadership

1.2 Governance & Societal Contributions

### 2. STRATEGIC PLANNING

2.1 Strategy Development

2.2 Strategy Implementation

### 3. CUSTOMER

3.1 Customer Expectation

3.2 Customer Engagement

### 4. MEASUREMENT, ANALYSIS, AND KNOWLEDGE MANAGEMENT

4.1 Measurement, Analysis & Improvement of Organizational Performance

4.2 Information and Knowledge Management

### 5. Workforce

5.1 Workforce Environment

5.2 Workforce Engagement

### 6. Operation

6.1 Work Process

6.2 Operational Effectiveness

### 7. BUSINESS RESULTS

7.1 Product and Process Results

7.2 Customer Results

7.3 Workforce Results

7.4 Leadership and Governance Results

7.5 Financial, Market and Strategy Results