

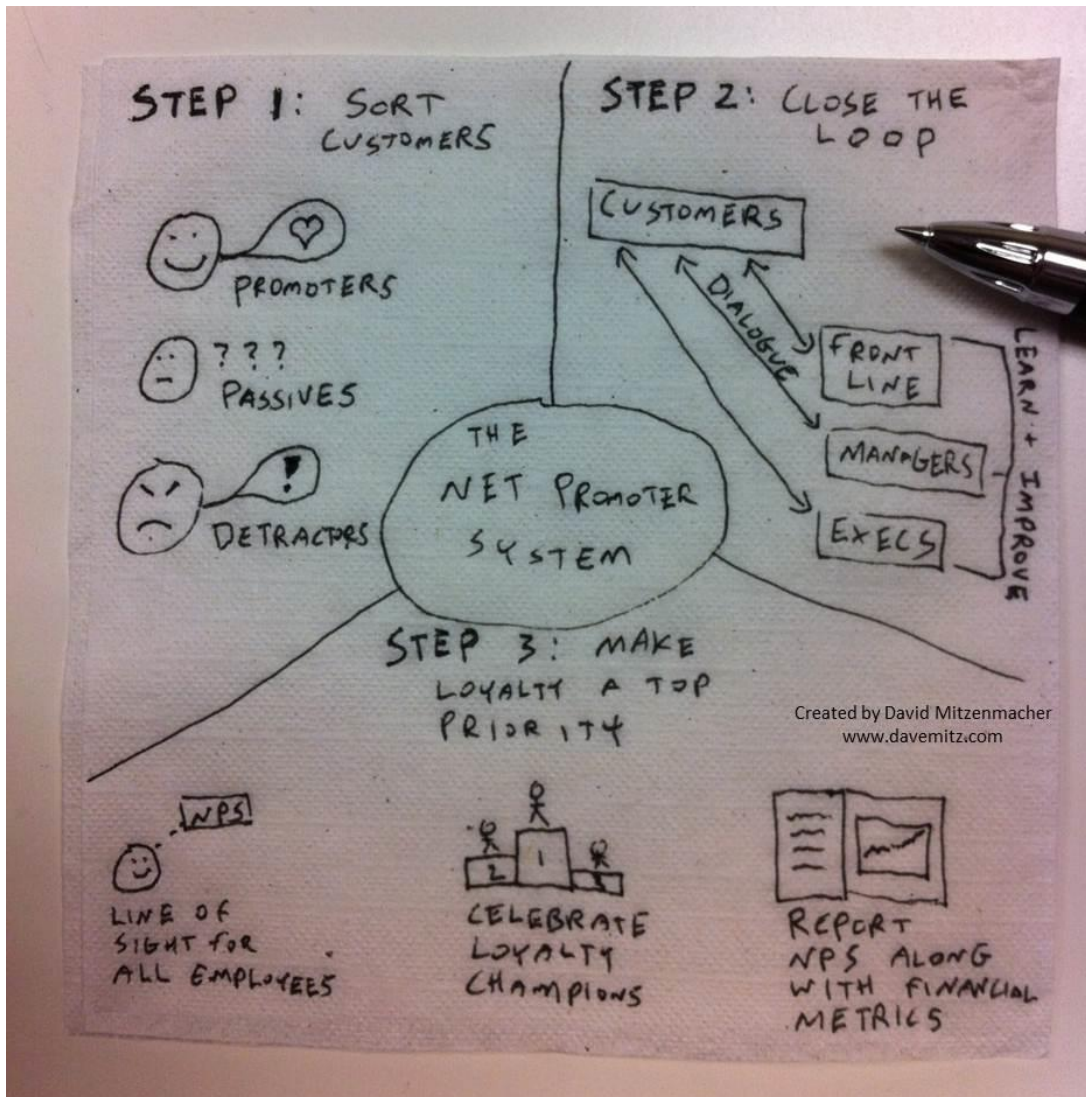
The Net Promoter System on a Napkin

By David Mitzenmacher; January 25, 2012

*"Therefore, since brevity is the soul of wit,
And tediousness the limbs and outward flourishes,
I will be brief."*

– William Shakespeare, Hamlet

If brevity is the soul of wit, then simplicity is the soul of inspiring others. It has been my experience that creating a customer-centric revolution within an organization requires the ability to convey your vision as simply as possible. To that end, I thought it would be a fun exercise to attempt to explain the Net Promoter System on a single napkin.



The end result of this exercise is posted above. Obviously, this illustration is overly simplistic, leaves out some key concepts, and is limited by my poor artistic ability. With all of those caveats, I still found this to be an incredibly worthwhile exercise. The next time you have a complex idea that you must communicate to a broad group, try drawing it out on a napkin first. The limited space will force you to ruthlessly edit out the fluff to let the essence of your idea shine through.

<http://www.davemitz.com/2012/01/25/the-net-promoter-system-on-a-napkin/>