



Cruise Ship

- Do I like the music they play in the ballroom?
- Do I like the captain and his crew?
- Is the service good?
- Are my needs met?
- Is my cruise pleasant and comfortable?
- Do I want to sail with them again?

Battleship

- Is the ship on a clear and noble mission?
- Does the Captain submit to a higher authority?
- Are crewmembers equipped to succeed?
- Are they able to contribute in significant ways?
- Are they honored for their efforts?