

Activity 61-A
Let the +/- Analytics of the Ben Franklin Model
Be Your Easy Learning Tool

Break down into three teams and complete one “Ben Franklin Analysis Model” per team (organizational comparison, product comparison or service comparison). Then debrief as a whole your findings and ways to over sell any differences noted. When done debrief before the whole group your teams’ findings:

Category: _____
Strengths/Weaknesses

_____ Strengths/Weaknesses

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