

THE POWER PLAY OF THE WEEK

Shareable action-oriented ideas to help grow your business
and your leadership team.

THE PLAY OF THE WEEK

Can you think of one brand, company, store, coffee shop or restaurant that you *absolutely love*?

You know the one that you tell all of your friends about? They are so good you can't help but talk about them.



GET OFF THE BENCH & INTO THE GAME

A great way to start a meeting is to ask the question above.

Have everyone write down their answer and share the reason why they love that brand.

Then ask this question:

If we ran our business like (insert brand), what is the **FIRST** thing we would do differently?

QUOTE OF THE WEEK

“When you serve the customer better, they always return on your investment.”

- Kara Parlin

