

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 ON THE ICE

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 run 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