

HEDGEHOG CONCEPT

What are we passionate about?

- Our Mission
- Our Vision
- Principles and Standards
- 5 Life Lessons
- IOOGA
- Trust
- Servant Leadership
- Level-5 Leadership

What can we Be the Best in the world at?

- Our Strategy
- Brand Promise
- Brand Dimensions
- 3 Core Fundamentals
- SQDC (Decision Making)
- Manager Role
- GO SEE Audit
- Model, Teach, Coach, Mentor



Which section does your actions and behaviors most closely align to (A - E)?

E1 = Who We Are (Employee Focused)

E2 = What We Do (Customer Focused)

E3 = Assessing Our Gauges & Setting up the WIN (Results Focused)

D = Customer & Results Focused

C = Employee & Results Focused

B = Customer & Employee Focused

A = Disciplined Servant Leader

What drives our economic engine?

- Four Puzzle Pieces
- Happy Employees = Happy Customers
- The “AND” Statement
- Store Business Review
- AORs and CTAs
- LEAD
- Discipline for Getting Better

A “Bruce Like” Disciplined Servant Leader adheres with great consistency to the Hedgehog Concept, exercising an almost religious focus on the intersection of the three circles.