

# 2024 COMPANY and OPERATIONS WIGs



## WAR WIG

### MARKET SHARE

Increase market share to Y% by providing the most Inviting, Easy and Safe tire and wheel purchase and service experience in the world, as measured by an increase of 4 units per day, per store by 12/31/2024.

## BATTLE WIGs

### PUZZLE PIECES

### WORKFORCE MANAGEMENT

1

We will provide the most Inviting, Easy, and Safe customer and employee experience in the world by managing the 4 Puzzle Pieces daily, as measured by improved Tenure from X to Y by 6/30/2024.

2

By using DTMS to improve Safety, Quality, Delivery, and Cost, we will provide the most inviting, Easy, and Safe Sales and Service Experience in the world by increasing SQDC Composite Standard, as measured by the count of stores that meet or exceed 7.975 from X to Y by 6/30/2024.

Use the DTMS Activation to help you find your LEAD games. We ran the Battle WIGs through the Discount Tire Management System and identified several potential team games. They are listed here:

## Battle WIG 1

**4 PUZZLE PIECES:**  
Measured by improving Tenure.

### Potential LEAD Games:

- Turnover
- Certification
- Scheduling
- Training
- Recruiting
  - Employee Incentive Program
- Hiring
- Roster

## Battle WIG 2

**WORKFORCE MANAGEMENT:**  
Measured by increasing SQDC  
Composite Standard.

### Potential LEAD Games:

- Recommend CDI
- Safety
  - TRIR/DART
- Quality
  - GK/GL Count
  - Certification Score
  - Returns for Service
  - CDI Trusted Expert
- Delivery
  - Bay Time
  - Wait Time
  - Demand Coverage
  - CDI Total Time
- Cost
  - GK/GL Cost
  - Turnover
  - Tenure
  - Store Paid

Engage your team and use the DTMS Activation to build your store LEAD game that will help us **WIN the year!**