

# How to Create "Culture That Rocks"

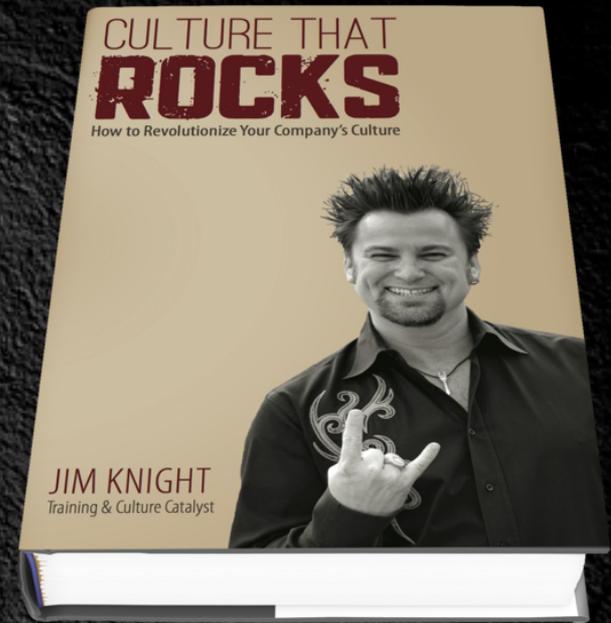
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1. Celebrate Heritage, but Focus on Culture – Today's Behaviors
2. Be Like U2 – Get Everyone Singing Off the Same Sheet of Music
3. People Crave Differentiation – Deliver Personalized Experiences
4. Authentic Customer-Obsession Creates Lifelong Raving Fans
5. To Avoid 4-Letter Words . . . Be the Chocolate!
6. Value Matters – Mind-Searing Experiences Help Justify Price
7. We Need "Rock Stars" to Amp Up the Band - THEY Are the Show!
8. Position the Business to be Tattoo-Worthy

# To Continue the Conversation...



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