	Jir Be a thought leader in your industry. — Part of delivering a we customers is becomin
Create a heritage of your path and what you have done so far.	Creates an emotional connection Show the attempts Tell your story (path, background, heritage) / product.
	Great organizations don't g but, they go for a professio make sure they have long-t
	lf a business doesn't have some day.
	CRN
	Actual activities
	Executive activities —
	Systems need to work tog separately.
	Customers don't find out l they buy it.
	Every section of business make sure the business d
	There are people who can do work at McDonald.
	Valuable asset (the business)
	Ability to expand — Summary of b



The goal is not to control people, but to create platforms.

Focus on wowing their customers.

- Creating and foster lifetime relationships.

Creating a sense of theater around their products / services.

A system for consistently delivering great experiences.

- Basic essentials of people (food, water, ...) — Resolved based on culture (civilization).

Every one needs a coach!

— Have a system for clarification on usage.