

brand level thinking

Brand-side Thinking

Brand level thinkers establish the floor to what is acceptable. Their focus is to consistently keep the client experience above this minimum thresh hold.

3 marks on a wall requires repainting
Table needs to be touched up

Consistent across fleet

Thinks selflessly. Must balance sales/marketing, operations/HR, and Finance.

Approach projects with the question
"Is it worth it?"

Proactively reduce items from breaking and be prepared to fix them when they do break.

Store-side Thinking

Store level thinkers reach for the sky. They push to have their location have the best client experience possible.

A mark wall requires repainting
Table needs to be replaced

Consistent in store

Thinks selfishly. Advocates for their store individually.

Mindset on project - Make it perfect.

Fix items immediately after they break

Overall Mindset

Client experience

Considerations and spending

General Repairs

