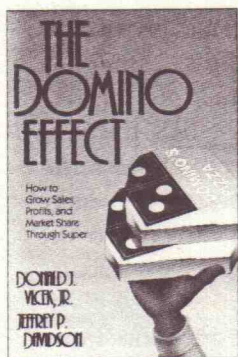


# The Domino Effect



by Donald J. Vlcek Jr., with  
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The authors are, respectively, president of Domino's Pizza Distribution and a business book author. Adapted from the Soundview Executive Book Summary of *The Domino Effect*, Business One Irwin, 1992. Soundview provides monthly business book summaries on a subscription basis. For more information or to order this book, call 800-521-1227. Outside the United States and Canada, call 802-453-4062.

## In Brief:

*"Nobody knows like Domino's." Sound familiar? Well, Domino's Pizza Inc. understands far more than just the needs of the pizza-eating public. Managers of Pizza Distribution, a subsidiary that stocks Domino's outlets with fresh ingredients, know how to develop, motivate and lead employees to attain levels of excellence that most companies only dream of. In this summary, you'll learn to channel the energy and creativity of your employees, too.*

**D**omino's Pizza Inc. founder Tom Monaghan calls Domino's Pizza Distribution a "secret weapon" because motivated people in the commissary system allow store managers to concentrate on what they do best—making, baking and taking pizza to the public. And this "secret weapon" is profitable: In just 12 years, Distribution's annual revenues increased from \$5 million to more than \$600 million, a pace that even outstripped the parent company.

How did it do this? Through Super Vision, a system that challenges employees to perform and rewards them handsomely when they do. Super Vision means getting involved only when there's a crisis or a celebration. You spend the rest of your time strategizing and inspiring employees to achieve a carefully crafted vision of