

SOUNDVIEW
**Executive
Book Summaries™**

FILE: MANAGEMENT

Grow Profits through Super Vision

THE DOMINO EFFECT

By Donald J. Vlcek, Jr., with Jeffrey P. Davidson

THE SUMMARY IN BRIEF

Nobody knows like Domino's." Sound familiar? Well, this summary takes you behind the scenes at Domino's Pizza Distribution, a subsidiary of Domino's Pizza, Inc., that stocks each Domino's outlet with fresh ingredients for making pizzas as well as other supplies.

The company understands far more than just the needs of the pizza-eating public. Management also knows how to develop, motivate, and lead employees to attain levels of excellence that most companies only dream of.

During author Don Vlcek's twelve years as president of Domino's Pizza Distribution, the company's annual revenues increased from \$5 million to more than \$600 million, a pace that outstripped even that of the parent company. In just eight years, Distribution's annual sales per employee increased from \$100,000 to \$180,000 while the number of commissaries (supply centers) increased tenfold.

This spectacular performance has led executives and entrepreneurs from around the world to ask

Domino's Distribution how it does it. This summary of *The Domino Effect* contains the answers.

It explains Super Vision, the system Domino's Distribution uses to get the most out of employees — not to mention suppliers and the communities in which the company works.

As you'll discover, Domino's Distribution doesn't depend on strong-arm tactics like some companies — Super Vision eliminates the need to put the squeeze on employees or suppliers to wring the last drop of effort or cost savings out of them. Instead, the system challenges employees to perform and rewards them handsomely when they do. It also rewards loyal suppliers and communities in numerous ways.

Any company can employ these methods to deliver products and services efficiently and guarantee customer satisfaction. Any company can learn to channel the energy and creativity of employees while keeping them focused on the company's mission. And any company can reap the natural reward of Super Vision — greater profitability.