

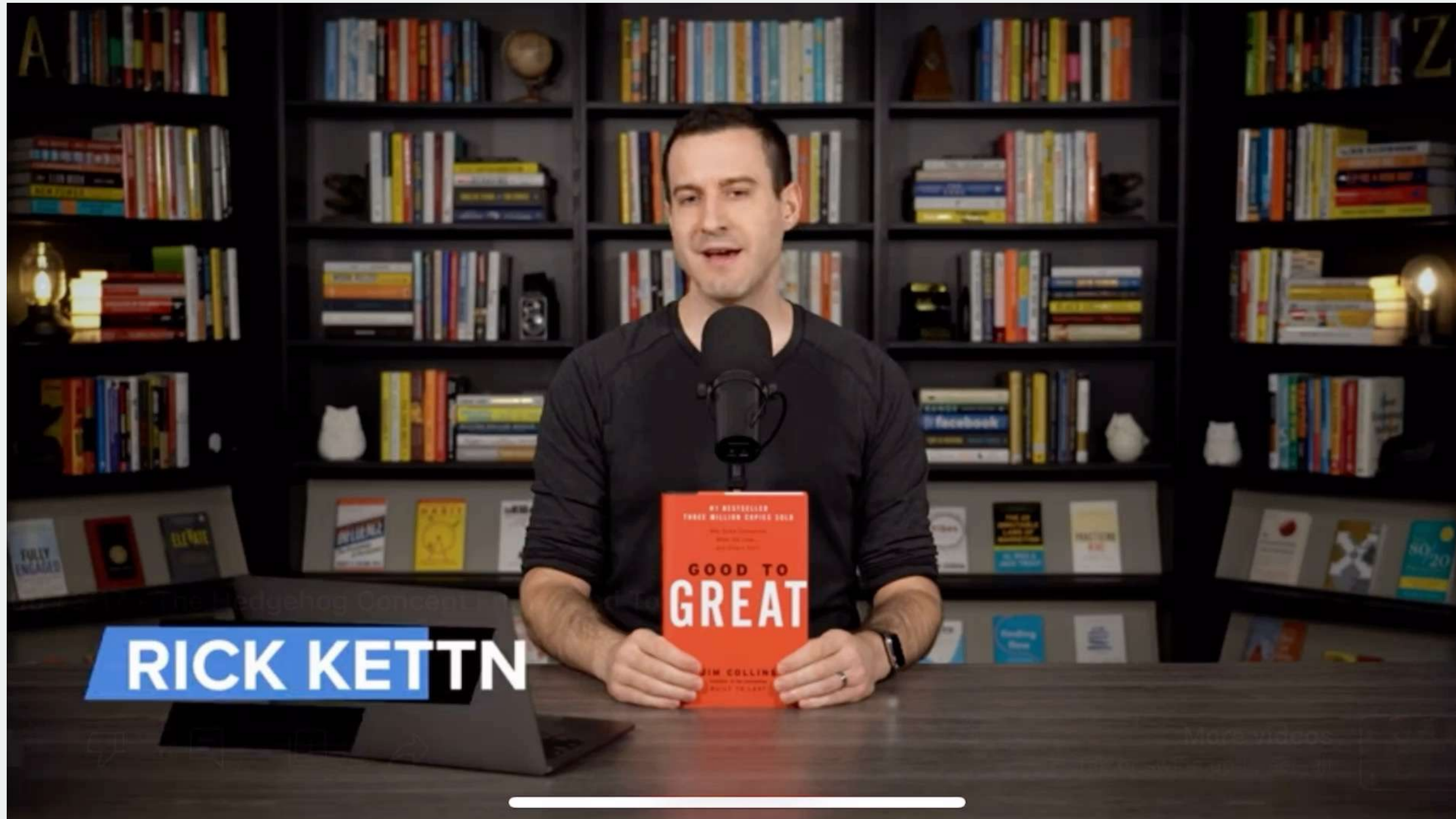


CADDISCAPITAL
MANAGEMENT
HEDGEHOG CONCEPT

TAKE-HOME TRAINING

Video:

THE HEDGEHOG CONCEPT - <https://www.youtube.com/watch?v=HcgP6puXwHk>



The Hedgehog Concept

ONE CORE STRATEGY.

Businesses that thrive are like hedgehogs. Simple creatures with **one core strategy** that is known well and used effectively. Other companies might be crafty, cunning, and attractive, but lack **consistency** that is imperative for a business to become great.

A stylized graphic of a hedgehog's head, composed of several overlapping circles. The main body is a large light orange circle. The snout is a white circle on the left. The eyes are represented by two smaller circles: a brown one and a black one, both positioned above the snout. The background features a large brown circle on the right side.

“THE FOX KNOWS MANY THINGS, BUT THE HEDGEHOG KNOWS ONE BIG THING”

-ANCIENT GREEK PARABLE

Discover:

WHAT ARE WE DEEPLY PASSIONATE ABOUT?

We are deeply passionate about people. Our customers and employees are the cornerstone of Caddis. People are at the heart of Caddis, and who we work with and who we serve is our deepest passion.

Q:

**WHAT ARE WE DEEPLY
PASSIONATE ABOUT?**

A:

**PEOPLE. OUR CUSTOMERS
& EMPLOYEES.**

Discussion Time.

What are you *deeply passionate* about?



Define your purpose. Why are we here, why are we doing what we are doing?

Refine your vision. How can we focus in on our vision?

Mission Statement:
“Our fundamental goal is to *“bring wellness home”* to our patients and customers helping them achieve the highest quality of life.”

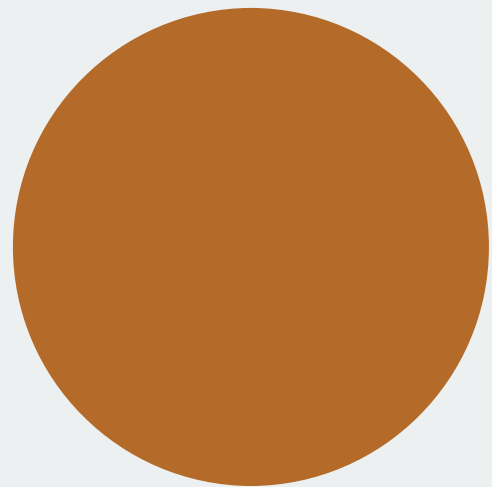
With clear purpose, vision, and mission, you will find success.

What is your *purpose*, your *vision*, your *mission*? How does this define your success?

Discover:

WHAT CAN WE BE THE BEST IN THE WORLD AT?

We can create the best customer experience, inside and out of the store. We can have the cleanest store, be the best dressed, and be kind and knowledgeable to all of our customers.



Q:
WHAT CAN WE BE THE BEST IN THE WORLD AT?

A:
**CUSTOMER EXPERIENCE,
INSIDE & OUTSIDE OF
THE STORE.**

ITS NOT ABOUT



ITS ABOUT

**BEING HONEST
AS A TEAM
WHAT DO WE TRULY HAVE
THE POTENTIAL TO BE THE
BEST
IN THE WORLD AT.**

Creating the Best Experience

We can we be the *best in the world* at our customer experience.



“To be a champion, compete; to be a great champion, compete with the best; but to be the greatest champion, compete with yourself.” – *Matshona Dhliwayo*

Discover:

WHAT DRIVES OUR ECONOMIC ENGINE?

If you could pick **ONE AND ONLY ONE** metric to systematically increase over time, which one would have the greatest and most sustainable impact on your economic engine?

EXAMPLES:

- PROFIT PER **CUSTOMER**
- PROFIT PER **EMPLOYEE**
- PROFIT PER **RETAIL LOCATION**
- PROFIT PER **SQUARE FOOT**
- PROFIT PER **GEOGRAPHIC REGION**
- PROFIT PER **PRODUCT**
- UNITS PER **TRANSACTION**

Q:

**WHAT DRIVES OUR
ECONOMIC ENGINE?**

A:

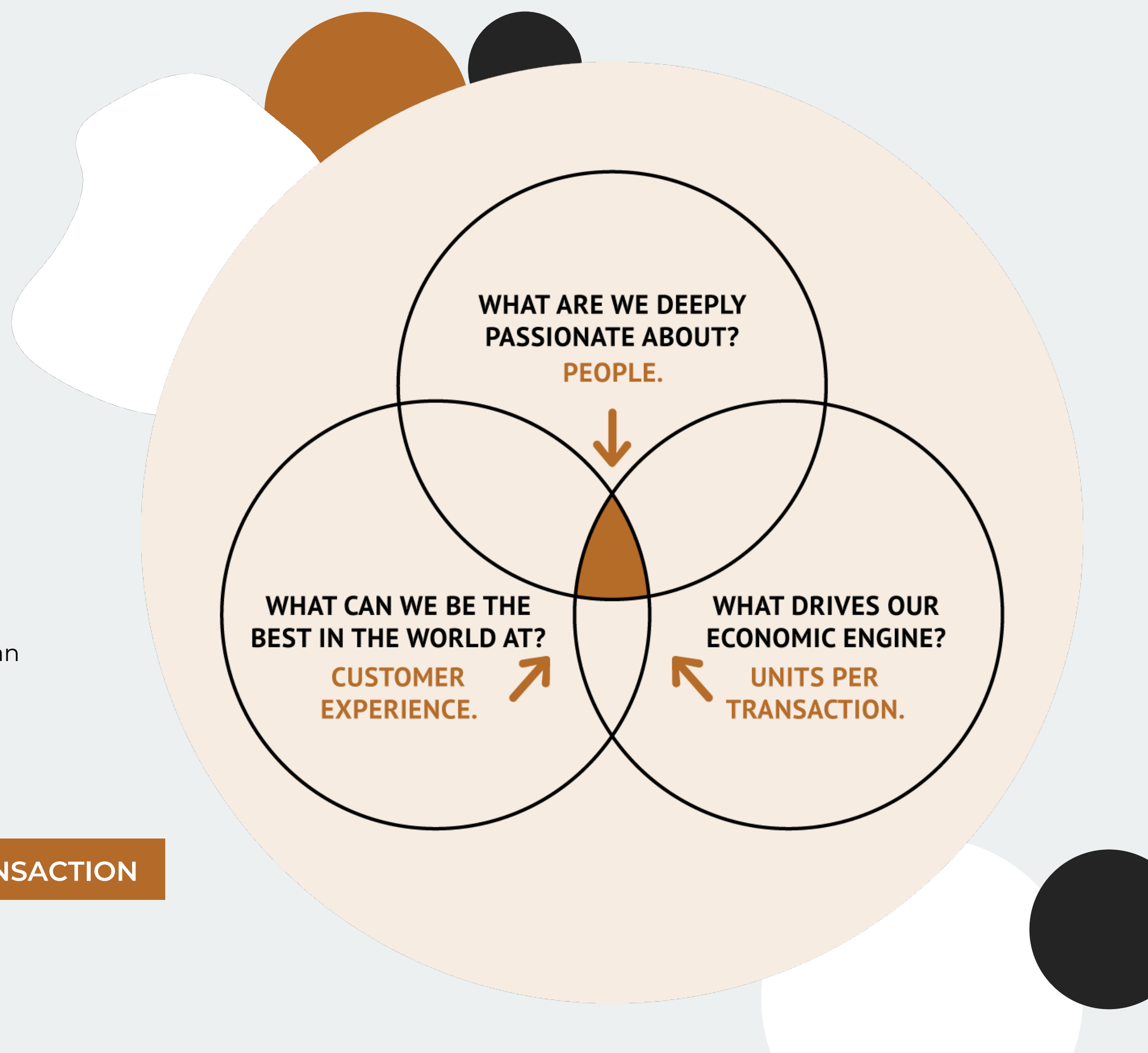
UNITS PER TRANSACTION.

The Bigger Picture

HOW TO USE THE HEDGEHOG CONCEPT

By exploring each branch of the diagram, businesses can identify the overlaps and *clarify their Hedgehog Concept*. Businesses can take their Concept into all future business decisions as a frame of reference.

OUR HEDGEHOG CONCEPT: UNITS PER TRANSACTION



How to Implement our Hedgehog Concept

Our Hedgehog Concept will help us *stand out* from the competition by narrowing in on what we can do best. How can we work on implementing our Concept into our business? Share with the group.

**ANYTHING THAT
DOES NOT FIT WITH OUR
HEDGEHOG CONCEPT,
WE WILL NOT DO.**

“The secret of change is to focus all your energy not on fighting the old but on building the new.” – *Socrates*

Discover:

GETTING WATER TO THE END OF THE ROW

For a farmer, a plentiful harvest is dependent on water flowing freely and easily all the way down the row. Simply making water available without making it easy for the water to flow effortlessly to the end will not produce the desired outcome.



GOALS
IDEAS
PLANS

JAY + TRUDY
PRESIDENTS

REGIONAL
MANAGERS

STORE
MANAGERS

STORE
EMPLOYEES

WE GOT
THIS!



CADDIS HEDGEHOG CONCEPT

