



BEAR

empowering
business growth

Gangs, Cults & Franchising...

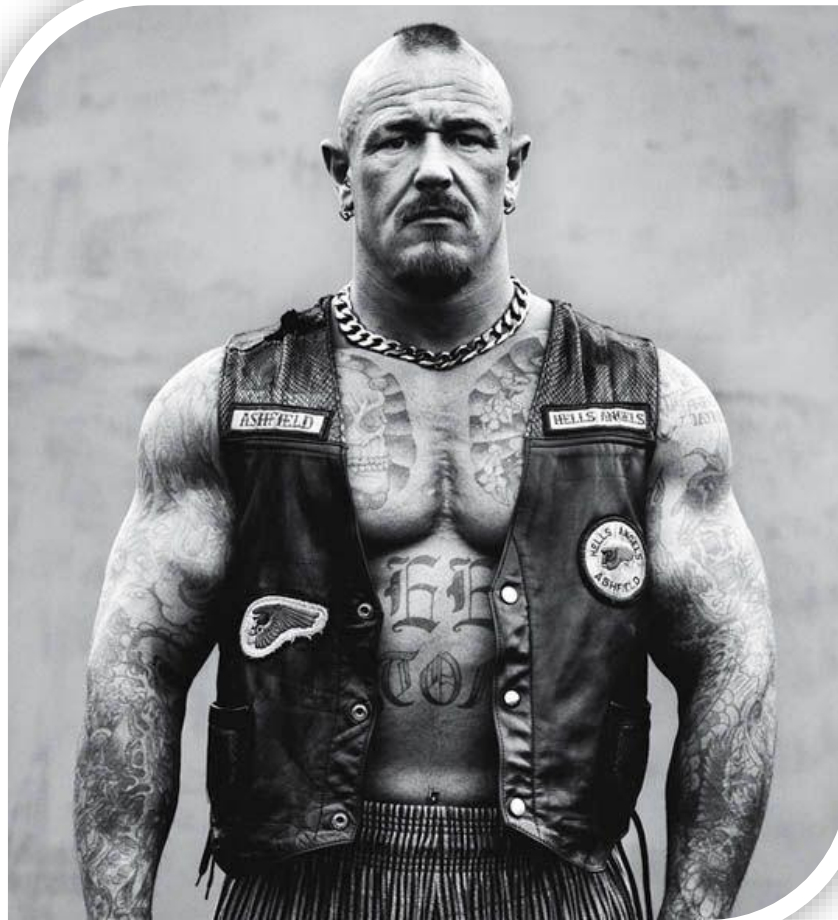
...The Awesome Power of Community...

Franchisor Lessons from Gangs...



The Six Principles of Gangs...

1. Charismatic Leadership



The Six Principles of Gangs...

2. Status, Promotion and Reward system...



The Six Principles of Gangs...

3. Initiation Ceremonies...



The Six Principles of Gangs...

4. Badges and Patches...



The Six Principles of Gangs...

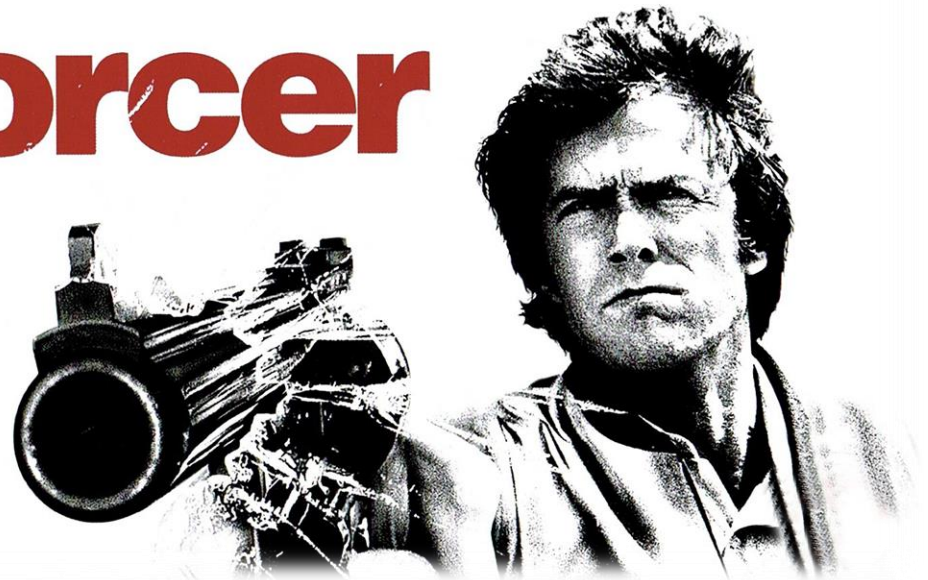
5. Rituals, Models and Artefacts...



The Six Principles of Gangs...

6. Accountability and Consequence...

The Enforcer



Thank You...

What Questions Do
You Have...?

