

### The Website

- Homework Assignments
- Lectures, Etc.
- Updated Syllabus

### Franchising: The Pizza Challenge Evite Site

- When: Weds, April 11, 2007
- Where: UW2-005
- Who: Dwayne Northrup  
Founder, Garlic Jims; Jet City
- Evites: The Entire Freshman Class

Strategy, Strategy  
Pitching Pitching  
Portfolios Portfolios

Monday, April 2, 2007

Leadership, Execution, Planning

### Descriptions of Leadership Supervisor

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Personable and Encouraging (genuine)</li><li>• Flexible</li><li>• Organized / Communicates well</li><li>• Can fix problems</li><li>• Creates positive work environment</li><li>• Creates meaningful challenge / Stretch</li><li>• Has friendly relations / "earned" the position</li><li>• Friend and Coach</li><li>• Know employees strengths and limits</li><li>• Job Done</li><li>• Good listener</li><li>• Crisis manager</li><li>• Customer Driven</li></ul> | <ul style="list-style-type: none"><li>• Micromanager</li><li>• Only viewed as a candy man</li><li>• Closed mindedness; Gets rigid</li><li>• Poor Resource allocation</li><li>• Nagging</li><li>• Temper, temper</li><li>• Lazy, bad example</li><li>• Lacks confidence, insecurity</li><li>• Bad reward structure</li><li>• Overconfidence</li></ul> |
|---|--|

### Comments about Webvan

**(Cost, Delivery, Quality, Variety)**  
Radical shift in consumer behavior demanded  
Huge expansion (Cash flow crises), slower expansion needed  
Strategic contradiction



Pitching



### What is a Portfolio?

*pôrt-fô'le-ô'*

*The materials collected in such a case, especially when representative of a person's work: a photographer's portfolio; an artist's portfolio of drawings*

*The group of assets - such as stocks, bonds and mutuals - held by an investor*

How do you do Stock Investing?

### Investing

- Visible Portfolio

### Investing

- Visible Portfolio
- Behaviors, Artifacts, Actions (Observables)

### Investing

- Visible Portfolio
- Lessons learned – Reflection

## Investing

- Visible Portfolio
- Surface Insight
  - Behaviors, Artifacts, Actions (Observables)
  - Consequences
- Lessons learned – Reflection
- Deep Insight
  - Generalizations
  - Themes

## Investing

- Visible Portfolio
- Lessons learned – Reflection
- Future Goals

## Investing

- Visible Portfolio
- Surface Insight
  - Behaviors, Artifacts, Actions (Observables)
  - Consequences
- Reflection
- Deep Insight
  - Generalizations
  - Themes
- Future Goals
- Vision
  - From here to there
  - Always has plans