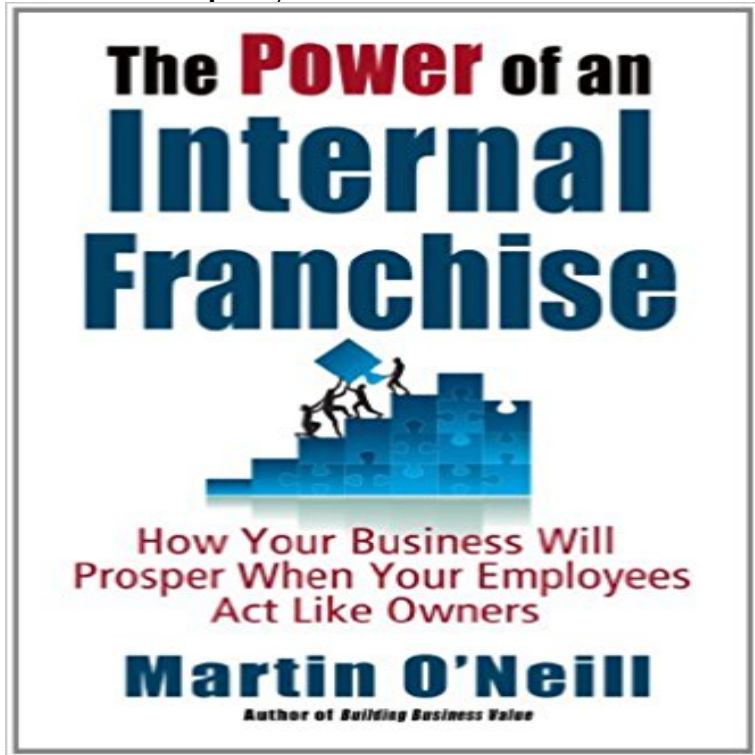


# The Power of an Internal Franchise: How Your Business Will Prosper When Employees Act Like Owners



What if all your employees clearly understood the purpose of your business and focused all their energies on making it successful? Imagine the possibilities if everyone in your organization started thinking and acting like an owner of the business. In the current business environment, a great product or service is no longer enough. Success or failure is determined by how well an organization can align, inspire, and mobilize people around its strategy. The internal franchise model balances processes and people. Processes become tools that empowered business leaders use to provide value to customers. Filled with real-world examples and endorsed by more than twenty business experts, *The Power of an Internal Franchise* offers the tools and strategies to build an ownership culture, put it to work in your business, and share the rewards of ownership with everyone.

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