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# the zingerman's experience seminar

## DRAFT ITINERARY

By the end of this seminar, participants will be able to:

- Explain Zingerman's business model and how it might be relevant to your organization.
- Explain the "12 Natural Laws of Business," as interpreted and applied by Zingerman's.
- Use a variety of new tools and techniques to leverage these laws back in your own organization.
- Call upon a network of peers to help get past roadblocks.

### MONDAY

7:30AM Breakfast available

8:00AM Welcome, Introductions & Overview

Zingerman's 12 Natural Laws of Business Overview

Law 1: An inspiring, strategically sound vision leads to greatness

Law 2: You need to give your customers some really compelling reasons to buy from you

Noon Lunch

Law 3: Without good finance, you fail

Law 4: People do their best work when they're part of a really great organization.

Law 5: If you want your staff to give great service, give great service to staff.

Open Forum #1

4:00PM Adjourn

4:45PM *Tour of Zingerman's Deli (optional)*

7:00PM *Dinner at Zingerman's Roadhouse with Paul Saginaw, Zingerman's Co-Founding partner (optional)*

### TUESDAY

7:00AM *Tour of Zingerman's Bakehouse (optional)*

7:30AM Breakfast available

8:00AM Welcome back, Overview of Day 2

Law 6: To get great performance, you need to give clear expectations and training tools.

Law 7: Successful businesses do things others know they should do, but generally don't.

Law 8: To get to greatness, you've got to keep getting better. All the time!

Law 9: Success means you get better problems.

Law 10: Strengths lead to weaknesses.

Law 11: It takes longer to make something great happen than you think.

Law 12: Great organizations are appreciative and the people in them have more fun.

Noon Lunch

Tours of Zingerman's Coffee Company and Zingerman's Creamery

Open Forum #2

Final Reflection & Debrief

4:00PM Adjourn

4:15PM *Tour of Zingerman's Mail Order (optional)*