Zingerman's

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does the "v" in maverick stand for vision or values?
1982

- Unique delicatessen
- An exceptional corned beef sandwich
- Exceptional service
- Down-to-earth (great food for everyone)
- Great place to work
- Only one store
maverick

/ˈmav(ə)rɪk/  

noun

1. an unorthodox or independent-minded person.
   "a maverick among Connecticut Republicans"
   synonyms: individualist, nonconformist, free spirit, unorthodox person, original, eccentric; More

2. NORTH AMERICAN
   an unbranded calf or yearling.

adjective

1. unorthodox.
   "a maverick detective"
Zingerman’s Community of Businesses

- Began with Zingerman’s Delicatessen founded in 1982
- 9 locally-owned, independently-operated businesses
- Plan revenues for current fiscal year over $50 million
- Profiled twice in the New York Times (2009 and 2014) and called “the Coolest Small Company in America” by Inc. magazine
definition of vision

Credit: Zingerman's

**vision**

/ˈviːzɪhn/  
noun
1. A picture of greatness written in prose, with rich detail  
2. Has an ending date  
3. Includes measureables
Key Elements of a Vision

- Inspiring
- Strategically sound
- Documented
- Communicated
What a Vision is NOT

- 2 Sentance Statement
- Strategic Plan
- Something a consultant writes for you
- Only for the top of the organization
westside farmer's market
guiding principles aka values

Credit: Merriam-Webster

principle

noun | prin-ci·ple | \prin(t)-s(a-)pəl, -sə-bəl\n
Simple Definition of PRINCIPLE

:a moral rule or belief that helps you know what is right and wrong and that influences your actions
:a basic truth or theory: an idea that forms the basis of something
:a law or fact of nature that explains how something works or why something happens
Zingerman's Guiding Principles

- Great food!
- Great service!
- A great place to shop and eat
- Solid profits
- A great place to work
- Strong relationships
- A place to learn
- An active part of our Community
What does it look like in real life?