

The “What”



2020

2020 Annual Kickoff Retreat



February 7, 2020

Warehouse 22
1068 West 350 South, Suite A
Syracuse, UT 84075

Meeting Objectives:

- Understanding our hedgehog
- Building our team

MEETING AGENDA

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|----------|---|
| 8:00 am | Breakfast |
| 8:15 am | Clearfield's breakthrough, productivity, and the hedgehog |
| 8:45 am | Deep dive #1 |
| 9:45 am | Break |
| 10:00 am | Deep dive #2 |
| 11:00 am | Deep dive #3 |
| 12:00 pm | Lunch & cornhole tourney |
| 1:00 pm | Department breakouts |
| 2:15 pm | Break |
| 2:30 pm | Three intersecting circles and the strategic objectives |
| 4:45 pm | Conclusions, adjustments, and next steps |
| 5:30 pm | Adjourn |
| 6:00 pm | Dinner at Warehouse 22 |



Hedgehog Concept



The fox knows many things, but the hedgehog knows **one** big thing.

Archilochus, 700

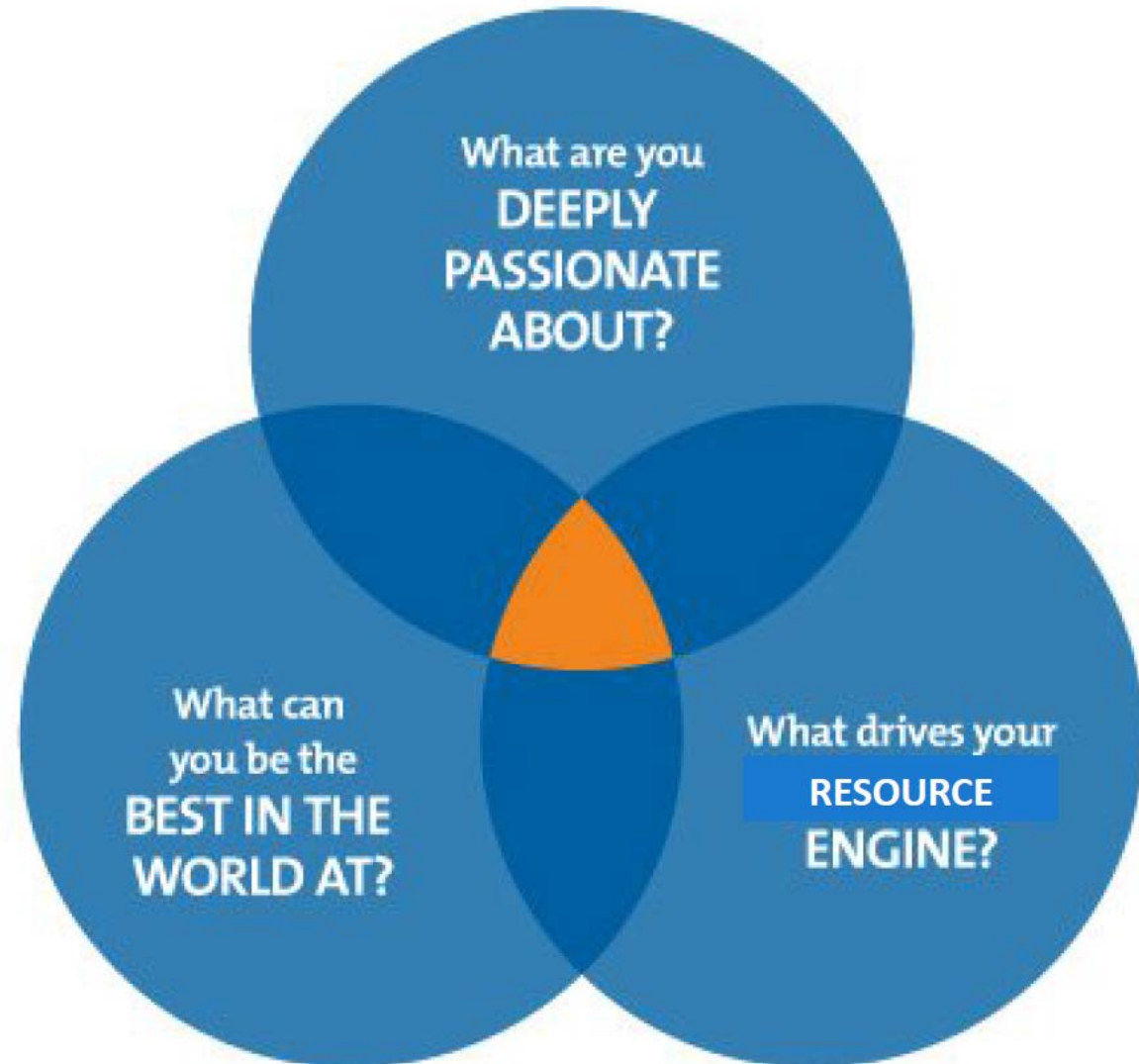


THE CLEVER FOX

Is always hunting for the next new thing to eat.
It defends a large territory.
When trouble comes, it tries to out run it.

THE PRICKLY HEDGEHOG

Only eats one thing.
It defends a small territory.
When trouble comes, it curls up and holds its ground.



CREATE A
PLACE
WHERE
PEOPLE
WANT
TO BE

Hedgehog
Concept

Clearfield City



*Clearfield's
Hedgehog Concept*



What do we
need to stop
doing?

