

INSIDE BIZ®



words from the wise:

ATTENTION: ENTHUSIASM "KNEADED"

If you've ever tasted a warm slice of Great Harvest Bread, you will immediately understand why there's frequently a long line of customers in the store. And if you pay attention, you'll also notice that the enthusiasm of the staff is contagious.

For most small businesses, maintaining a motivated workforce can be an ongoing challenge. But for Great Harvest Bread Company®, a national franchise based in Dillon, Montana, enthusiasm and passion are so abundant that you can literally taste it in the bread. Discover Business Services interviewed Mike Ferretti, Great Harvest's President and CEO, about the secrets to fostering such healthy business environments. What we learned was pretty delicious.

- Q** Great Harvest Bread franchisees are notorious for having profound enthusiasm for what they do. What's your secret?
- A** We want to be associated with people who have a passion and enthusiasm for life, and provide a community of brilliant, like-minded entrepreneurs who are honest, nice and love to learn from others. Not only is it more fun doing business with passionate people, but their excitement always translates into success.
- Q** Your mission statement calls for owners to "Be loose and have fun, bake phenomenal bread, run fast to help customers, create strong, exciting bakeries and give generously to others." Your approach is unique and refreshing. Can you expand upon this business philosophy?

cont'd...

DISCOVER
BUSINESS SERVICES

