



MINIMALIST GEAR FOR EVERYDAY ADVENTURES





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Business Strategy



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“The Customer Always
Comes First”





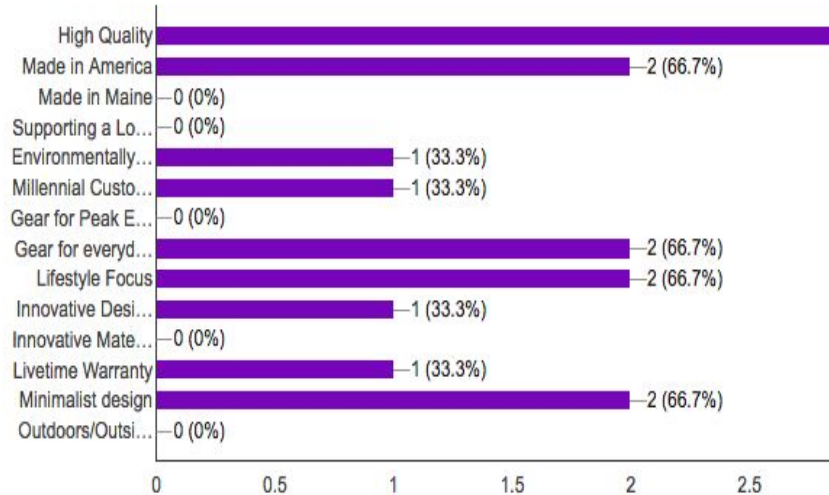
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Know your “DNA”

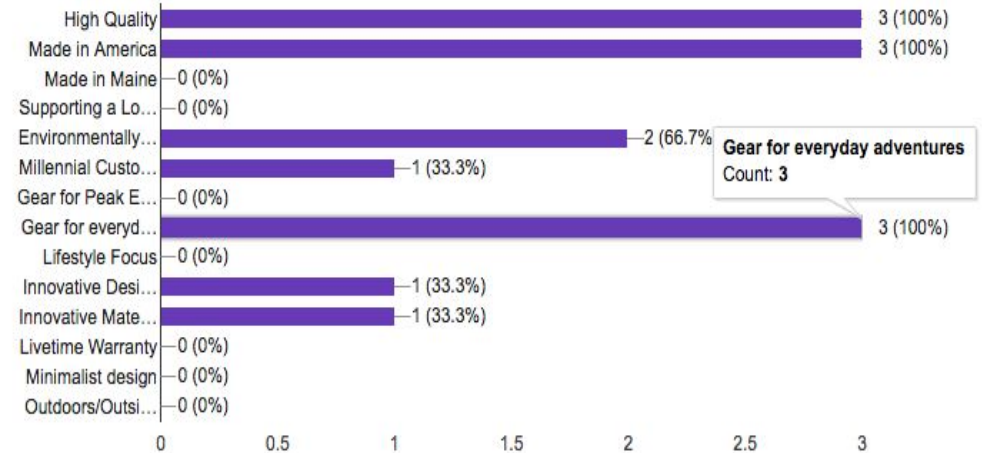


What do we believe our DNA is? How has that changed since prior session? 8:55-9-15

Please Select your top 5 (3 responses)



Please Select your top 5 "Flowfold DNA" Characteristics (3 responses)





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Self-Awareness



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“Success”



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“Passion ≠ Profit”

“Mission is Meaningless without Margin”



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Let's get Tactical



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Step 1:

Identify your customer





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Step 2:

Identify your channel





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Step 3:

Identify methods of communication





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Thank You