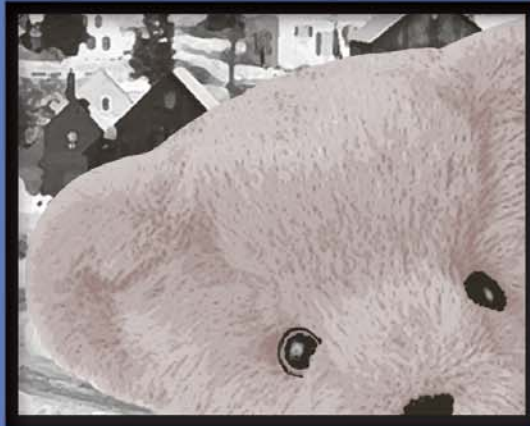


# The BEAR

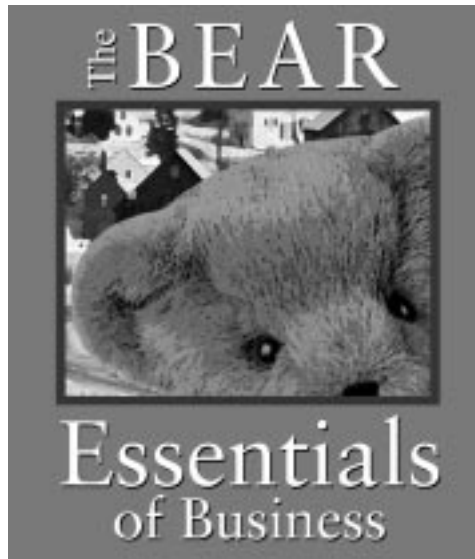


## Essentials of Business

*paws and learn  
The Bear Essentials  
of Business!*

Facilitator's Guide

# The BEAR Essentials of Business



## Facilitator Guide

Produced by  
Jack Wilson & Associates, Inc.

# The BEAR Essentials of Business in Your World

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## Why Is This Information so Valuable?

What makes one organization shine while others seem to struggle? What makes employees at one organization really “get it” while other organizations struggle for commitment? As you will find through facilitating this program, it’s really **The BEAR Essentials of Business**.

**The BEAR Essentials of Business** can help your organization, no matter what your size, no matter what your industry, to set yourself apart from your competition.

**The BEAR Essentials of Business** can be your competitive edge in today’s “BEAR eat BEAR” world.

## How to Get the Most From This Program

BEAR in mind that the pathway to success is a journey. This program is a stepping-stone on that path. It’s a tool to use to help move your journey forward. To get the most from this program, be sure to think of it as an integral component of your overall efforts. While extremely valuable, it’s just a piece of the puzzle. Your job in presenting this program is to help put the pieces of the puzzle together. Throughout this guide we’ll provide different suggestions on the pieces you might want to consider adding.



# Ready to

# Get Started?

*It all starts with an understanding of  
The BEAR Essentials of Business!*

## = Benefit

**Be a benefit to your customer  
and your company.**

Every company, large or small, must make the customer the number one priority. Give them the best product possible and the best service. Make your company a true benefit.

**BEAR** in mind the following when it comes to Benefit:

- The customer comes first and the customer is always right.
- Give your customer happiness and peace of mind.
- Meet and exceed the customer's expectations.

## = Empowerment

**Become empowered.**

Be dynamic and creative—as an empowered person you have the opportunity to truly make a difference.

**BEAR** in mind the following when it comes to

Empowerment:

- As an empowered person, make innovative and courageous decisions.
- Feel ownership in your product and your company.
- Offer ideas to improve the organization—there are no bad ideas.

## = Attitude

**Choose to have a positive attitude  
and go above and beyond.**

Have fun on the job, be good to your customers and fellow employees, and try to make a positive impact every day.

**BEAR** in mind the following when it comes to Attitude:

- Have a “YES, we can do it” attitude.
- Touch and connect with your customers.
- Regardless of how you feel, you can have a positive attitude.

## = Respect

**Show respect for everyone...  
fellow workers and customers alike.**

Respect means treating people honestly, understanding their needs and being fair in all situations.

**BEAR** in mind the following when it comes to Respect:

- Look at situations from the customer's point of view.
- Always treat customers honestly.
- Work as a team—the results will be dramatic.