

STRIVE

- “AS SOON AS WE HAD ONE STRIVE UP AND RUNNING I STARTED THINKING ABOUT LAUNCHING ANOTHER. IN EACH CASE I HAD A FINGERNAIL GRIP ON HOW TO GET STARTED IN THE NEW CITY”

WHAT’S GOING ON HERE?

SPEAKING OF THE NINE NEW PROGRAMS IN NEW YORK:

“HE KNOWS THE PLACEMENT AND RETENTION NUMBERS BUT IT IS POSSIBLE TO PRODUCE THOSE NUMBERS WITHOUT ADDING VALUE IN THE CLASSROOM. IN THE END THE TRAINING IS FRANK HORTON. HE’S BRILLIANT, BUT HE CAN’T BE REPLACED AND YOU’RE LIMITED IN THE NUMBER OF STAFF WHO HAVE CLOSE CONTACT WITH HIM.

HOW PRODUCE GOOD NUMBERS BUT FAKE IT?

WHAT’S THE PROBLEM WITH A BRILLIANT LEADER?

IT'S IMPORTANT TO KEEP "PITCHING
SOMETHING NEW TO KEEP
FOUNDATIONS INTERESTED"

THE SALES MESSAGE

- THREE WEEK PROGRAM
- HELPS THE HARD TO EMPLOYEE
- 80% PLACEMENT, 80% RETENTION
- \$1,500 COST PER
- NO GOVERNMENT

TIMELINE

- 1984: 1 EMPLOYEE, \$120,000 BUDGET
- 1988: 10 PERSON BOARD, \$278,000 BUDGET, 200 PLACEMENTS PER YEAR
- 1997: TWO SITES, 26 EMPLOYEES, \$3 MILLION DOLLAR BUDGET

TAKE AWAYS

- FAITH IN THEORY (NO TEST)
- DONATIVE: RELY ON ANGELS AND FOUNDATIONS
- IMPORTANCE OF BRANDING, MESSAGE
- DIFFICULTY OF FRANCHISING
- DIFFICULTY OF DEVELOPING AND FOLLOWING A CLEAR STRATEGY