



# **The Upside Down Pyramid: How to Turn Your Organization Upside Down and Turn Your Profits Right Side Up**

*James Skinner// Mark Victor Hansen// Roice Krueger*

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Who are the most valuable people in your organization? Upper Management, Human Resources, Marketing, Customer Service, or the CEO? Many companies focus on management from bottom to the top, like a pyramid. The bottom line employees want to please their manager, the manager wants to please their executives, the executives want to please their CEO, and the CEO wants to please their owners. But what about the customer?

“The Upside-Down Pyramid” is a management strategy that shows you how to take your organization and refocus company goals toward the customer. The customer after all is paying everyone’s salary! Successful business leadership that focuses on the needs and wants of the customer is what makes happy and lifelong customers. Turn your organization pyramid upside down and find the happy customers you have always wanted.

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