**Chapter 6**

**Turnaround at Domino’s**

The lessons from the turnaround at Domino’s in the 2010s can be applied to all firms.

*Use with:* <https://www.youtube.com/watch?v=CBeMNj-K93M> (4:06)

1. What was the public perception of Domino’s when Patrick Doyle became CEO?
2. How did franchisee empowerment contribute to Domino’s turnaround?
3. What lessons be learned from Domino’s turnaround?
4. How has Domino’s changed in the last decade? What changes are expected in the future?