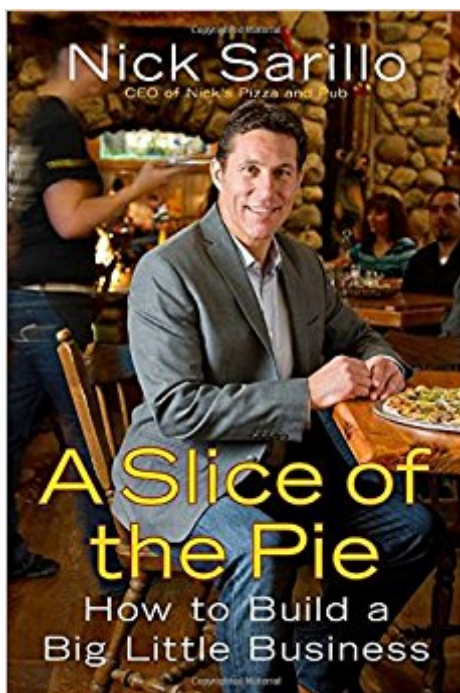


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# A Slice Of The Pie: How To Build A Big Little Business



## Synopsis

How does a suburban pizza joint end up profiled on national magazine covers and network TV news? (Hint: The secret is not in the sauce.) When Nick Sarillo decided to open a family-friendly pizza restaurant in the suburbs of Chicago, people thought he was nuts. Having worked as a carpenter for much of his adult life, he lacked any formal experience in restaurants or in managing a small business. Everyone told him no one else would ever care about his place the way he did. They warned he'd have to work 20-hour-days and monitor every employee just to stay in business. But Sarillo saw things differently, and set out to run his business in a radically different way. Today Nick's Pizza & Pub is one of the top ten busiest independent pizza restaurants in the country, with two locations that gross about six times the revenue of the typical pizza restaurant. And in an industry where most employees leave within less than a year, Nick's annual turnover rate is less than 20 percent. How did he do it? The secret lies in Nick's purpose-driven culture, in which every employee—from the waiters to the chefs to the managers—is equipped with the tools necessary to do their jobs while also advancing the company's overall mission. The result is higher sales, a dedicated team, and a big little business that is beloved by the entire community. In *A Slice of the Pie* Sarillo tells the story of how he built his extraordinary culture and shows how anyone can follow his methods. For instance, Nick's managers engage the staff by tracking and rewarding unusual metrics, such as how many guests request a particular server or the average check amount of each carryout host. Likewise, team members of all ages and levels of experience are encouraged to express themselves, acquire new skills, and suggest ideas to help the business grow. *A Slice of the Pie* will help transform even the smallest, simplest, and most ordinary business into a successful, high-performance organization.

## Book Information

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## Customer Reviews

“In a world where many of today’s would-be entrepreneurs need inspiration to take the plunge, Mr Sarillo offers not just a great pizza but a fine role model.”

“The Economist” “A Slice of the Pie is more than just a great business story. It’s a testament to how a great culture can transform an ordinary company into something extraordinary.”

“Tony Hsieh, New York Times Bestselling author of *Delivering Happiness* and CEO of Zappos.com” “Nick Sarillo’s restaurants are living proof of trust-and-track’s effectiveness in bringing out the best in people—not just employees, but managers, customers, and members of the communities that a business serves.”

“Bob Burlingham, from the foreword of *A Slice of the Pie*” “There are only a few CEOs today who have the courage to put people before numbers, Nick Sarillo is one of those leaders. The best part is, his numbers are vastly better than everyone else’s. We can all learn a lot about how to treat people and how to run a business from Nick. Inspire on!”

“Simon Sinek, optimist & author of *Start With Why*” “We hear a lot of fancy talk about creating a transformative culture, but *A Slice of the Pie* offers tangible steps and processes any business can apply right now. Nick’s experience shows it’s possible for a new generation of leaders to make a difference while also turning a profit. I found Nick’s passion for human potential inspiring, and I’m sure readers in any industry will feel the same way.”

“Chip Conley, Founder of Joie de Vivre Hotels and Author of *Peak*” “A Slice of the Pie isn’t just about creating a transforming, inspiring business culture. It’s about the importance of developing a nurturing, supportive, evolving, compassionate community. Nick Sarillo’s story will change the way you think about leadership, no matter who you are.”

“Pamela J. Althoff, State Senator of Illinois” “Nick Sarillo understands how culture can make or break an organization, and the work he’s done at his restaurant is a testament to that fact. *A Slice of the Pie* lays out a perfect pattern for turning even an ordinary business into something extraordinary. Every business owner should read this book.”

“Sonia M. Nevis Ph D., Founder of Gestalt International Study Center

Nick Sarillo is the founder, CEO and "Primary Keeper of Purpose and Operational Values" of Nick's Pizza & Pub. He has been profiled in *Inc.*, *Newsweek*, and on the *NBC Nightly News*. He lives in Crystal Lake, Illinois. [www.nickspizzapub.com](http://www.nickspizzapub.com)

It sounds like several of us here know Nick. It could seem that we're just cheer-leading a friend. It's much more than that. If anything is understated in the book, it's Nick's commitment. It's palpable and contagious. The compelling story of Nick's will attract entrepreneurial business owners who rightfully see Nick's process as a pathway to success. Indeed, it is. However, in working with others who want to rise to purpose while leading growth and great teams, it can be hardest to achieve the understanding that absolute and total commitment from the leader come first. Nick is so remarkable because his commitment radiates in his belief that anyone can make big things possible -- in people and in business. He is ALL IN in the truest sense. (Sleeping in his car and working into the night using headlights to build a building for a business that only existed in his dreams...are just one slice of one pepperoni.) It also matters that Nick loves his "product" -- recognizing it includes the food he serves as well as the Nick's Experience. "Nick's" is a "brand" because it's all product -- all real. And Nick's love for it is genuine. This can be a stumbling block for global companies. In that environment, "product" is the means-to-an-end, and the "brand" is a proxy -- an image that is itself not real -- standing for something few who market it care about in the deepest sense. Here Nick has something in common with Steve Jobs' legacy: unparalleled success starts with loving the product, and \*everything\* is product. When that's true, a brand imprint...happens....reinforced with every experience, never forced by so-called marketing. It's a relationship. The reader of "A Slice of the Pie" can relate because Nick's down-to-earth self comes through. His voice reaches beyond the page, revealing a quality that is sometimes hardest for entrepreneurs -- humility. He's open to hearing -- and glad to hear -- if/when/how he goes off-track, knowing a commitment to purpose pulls you higher, with no stopping point or top. As a breed, entrepreneurs want success. Nick offers a blueprint for that success. But, sometimes you have to read between the lines for the most important part of the story. The owner/leader has to be all in -- heart, soul, gut, blood, sweat, tears, for better and for worse. So, beware: the "slice of the pie" may be the smallest part of this story. It's only possible because Nick himself holds the big picture and the bottom line: leading requires an absolute commitment and unshakable belief that what you're working for \*matters.\*

Pretty good

This book is very easy to read and understand the necessity of creating a culture based on purpose with defining values to determine the best way in a multitude of situations. I would like to meet the owner of this restaurant and would welcome the opportunity to learn more about him. It is business owners (leaders) like Nick that give me hope for the future as there is nothing more pleasant than

having fun with friends, and family at a nice meal. I would frequent Nick's restaurant if it was located anywhere near my geographic location.

Great book!

I would recommend this book to anyone who has a company or anyone who works in a company. It show you that you can truly have an excellent positive happy work environment. I love the transparency with which he wrote this book.

C

Fast shipping, great to deal with A+++ Thanks!!!

Terrific insight.

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