**Domino’s New Strategy Leads to Impressive Turnaround**

**Organizational change, external forces, changing technology, changing people processes and culture, performance gap**

Description: Domino’s went from being one of the best performing pizza restaurants to one of the worst. The restaurant became known for its poor quality product, so leaders set out to change the public perception by looking within. This video discusses how Domino’s turned around its fortune by changing its strategy.

Please share your thoughts on the following issues as you watch a video about organizational change at Domino’s. This clip examines how Domino’s new strategy saved the company. *Use with*:[*https://www.youtube.com/watch?v=CBeMNj-K93M*](https://www.youtube.com/watch?v=CBeMNj-K93M)

1. What external forces contributed to Domino’s downfall?
2. In what ways did Domino’s work to decrease its performance gap?
3. How did Domino’s change its strategy to improve its business?
4. Describe the technological changes Domino’s introduced and how it helps the company keep pace.
5. What were the results of Domino’s efforts?
6. Why do you think Domino’s efforts were successful?