**The Management of Arch Motorcycle Company**

**Resources, organizational culture, skills, managerial roles**

Description: This video highlights Arch Motorcycle Company, founded by actor Keanu Reeves and motorcycle shop owner Gard Hollinger. Despite his initial trepidation in partnering with Reeves due to his celebrity status, Hollinger partnered with Reeves to develop a company that successfully targets a market niche among motorcycle enthusiasts. Reeves test drives the motorcycles himself, showing his passion for the firm and its products.

Please share your thoughts on the following issues as you watch a video on Arch Motorcycle Company, founded by actor Keanu Reeves and motorcycle shop owner Gard Hollinger. Despite his initial trepidation in partnering with Reeves due to his celebrity status, Hollinger joined Reeves to develop a company that successfully targets a market niche among motorcycle enthusiasts. *Use with:* <https://www.youtube.com/watch?v=oEBshO9w9VU>

1. What resources does actor Keanu Reeves bring to the company as a manager?
2. Describe some ways that Keanu Reeves controls organizational resources to obtain objectives.
3. Using Mintzberg’s ten management roles, what kind of roles do you think Keanu Reeves takes on in his management of Arch Motorcycle?
4. What type of management skills does Keanu Reeves bring to the organization?
5. What type of management skills does Gard Hollinger bring to the organization?
6. Describe the organizational culture of Arch Motorcycle Company.