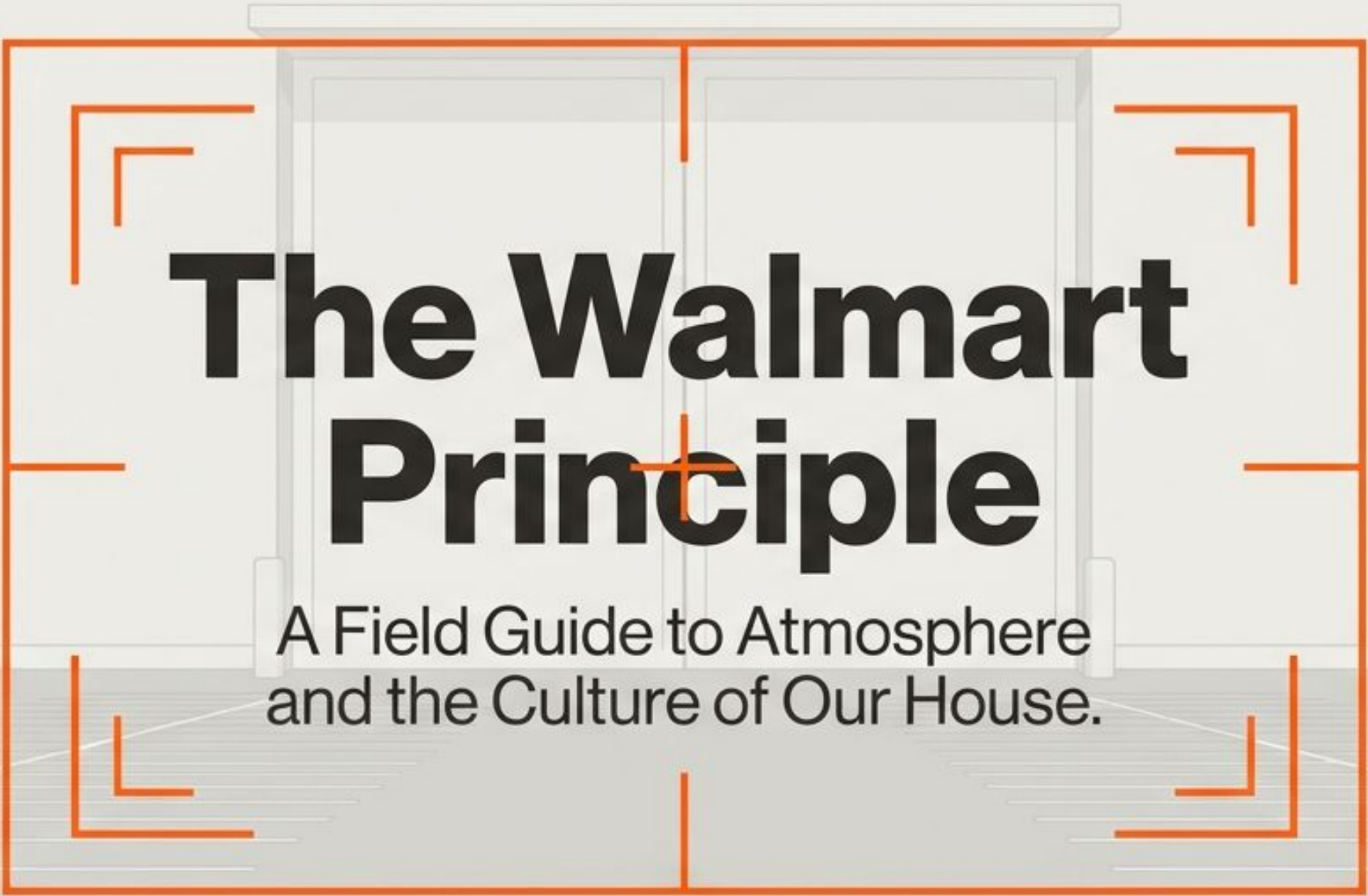




The Walmart Principle

A Field Guide to Atmosphere
and the Culture of Our House.

STORE A

Packed on a Saturday.



Same corporation.
Same logo.
Same prices to the penny.
Same inventory.
Same manuals.

Why?

STORE B

The store you drive past to get to Store A.



Zero product issues. 100% stewardship issues.

THE PRODUCT (Identical)	THE STEWARDSHIP (Wildly Different)
Brand Identity Price Points Supply Chain	Carts abandoned in the lot Trash on the floor Empty shelves Eight closed registers Employees who look through you

Every single thing that drives a guest away is a stewardship issue.
Nothing about the product is different.



THE HINGE:

Nobody calls corporate about the dirty Walmart. They just go to the other one.

THE DELUSION:

Management blames the economy, the location, the season—anything except the parking lot.

“Families do not schedule a meeting to tell us why they left.”

They visit twice.



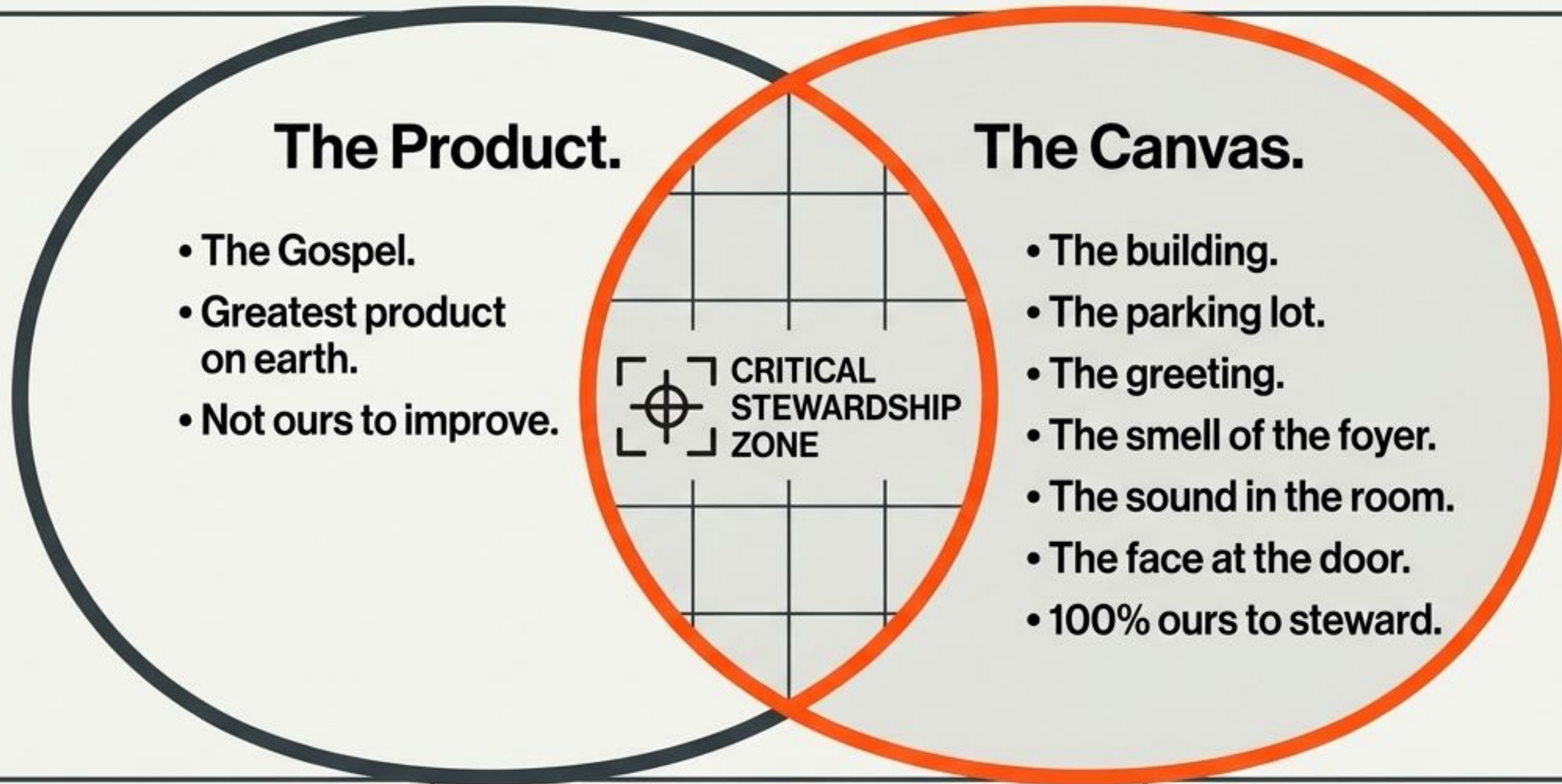
They don't come back.



We tell ourselves they were “church-hoppers”.

Our attendance drifts and we blame the culture, the schedule, football season—anything except the nursery check-in.

We do not manufacture the product. We steward the canvas.

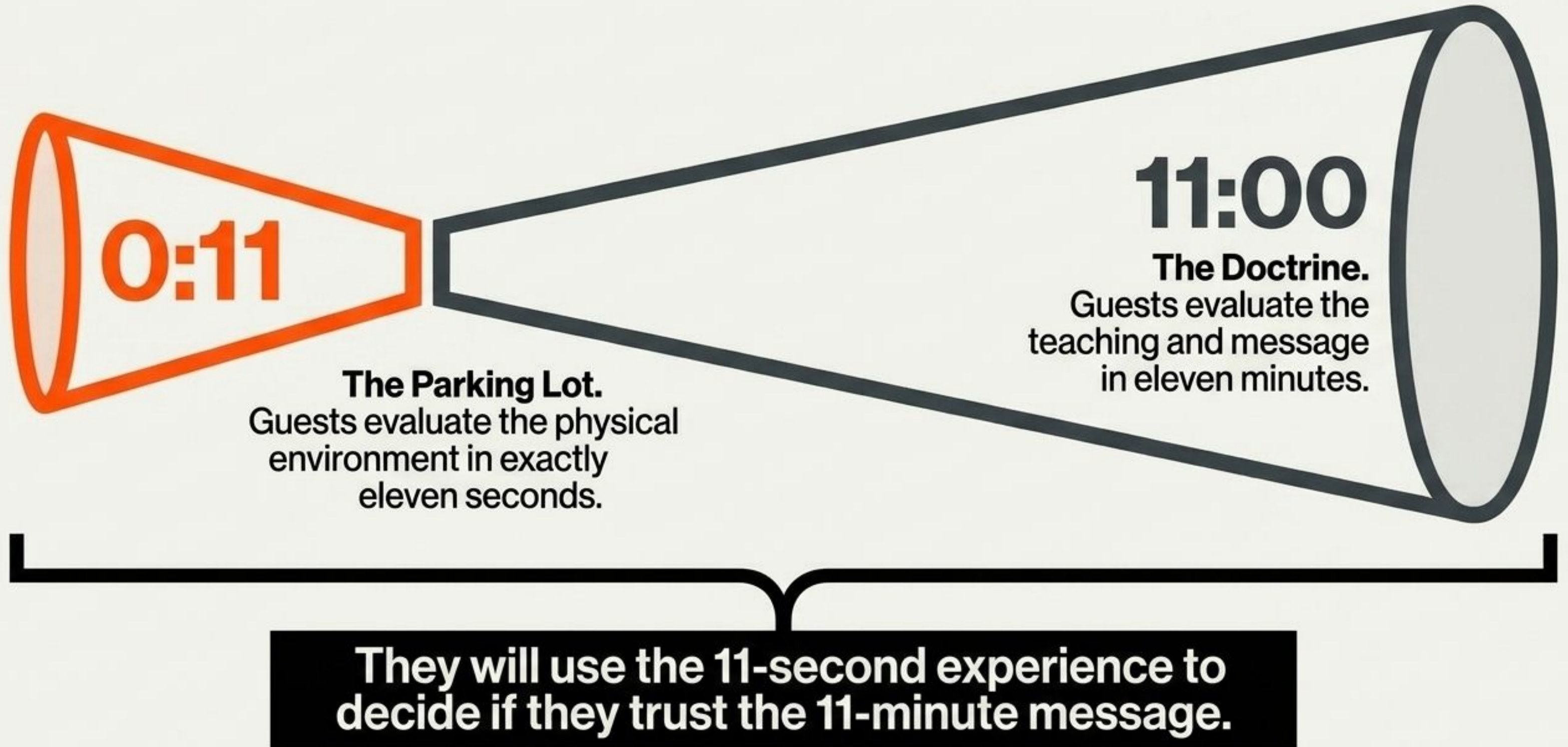


Haggai 1:4 — A question about priority, not architecture.

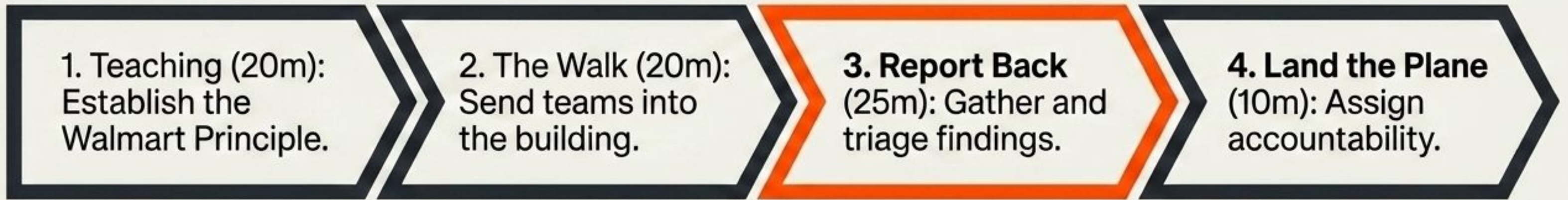
1 Cor. 14:40 — Order is not the enemy of the Spirit; it is hospitality.

Luke 16:10 — Faithful in little. The trash can by the front door is the little.

The 11-second experience dictates the 11-minute message.



The 60-minute blueprint for organizational ownership.



Three structural rules to bypass defensiveness.



Cross-Assign

Nobody evaluates their own area. The nursery leader walks the parking lot; the parking team walks the nursery. (Removes 90% of defensiveness)



Camera is Referee

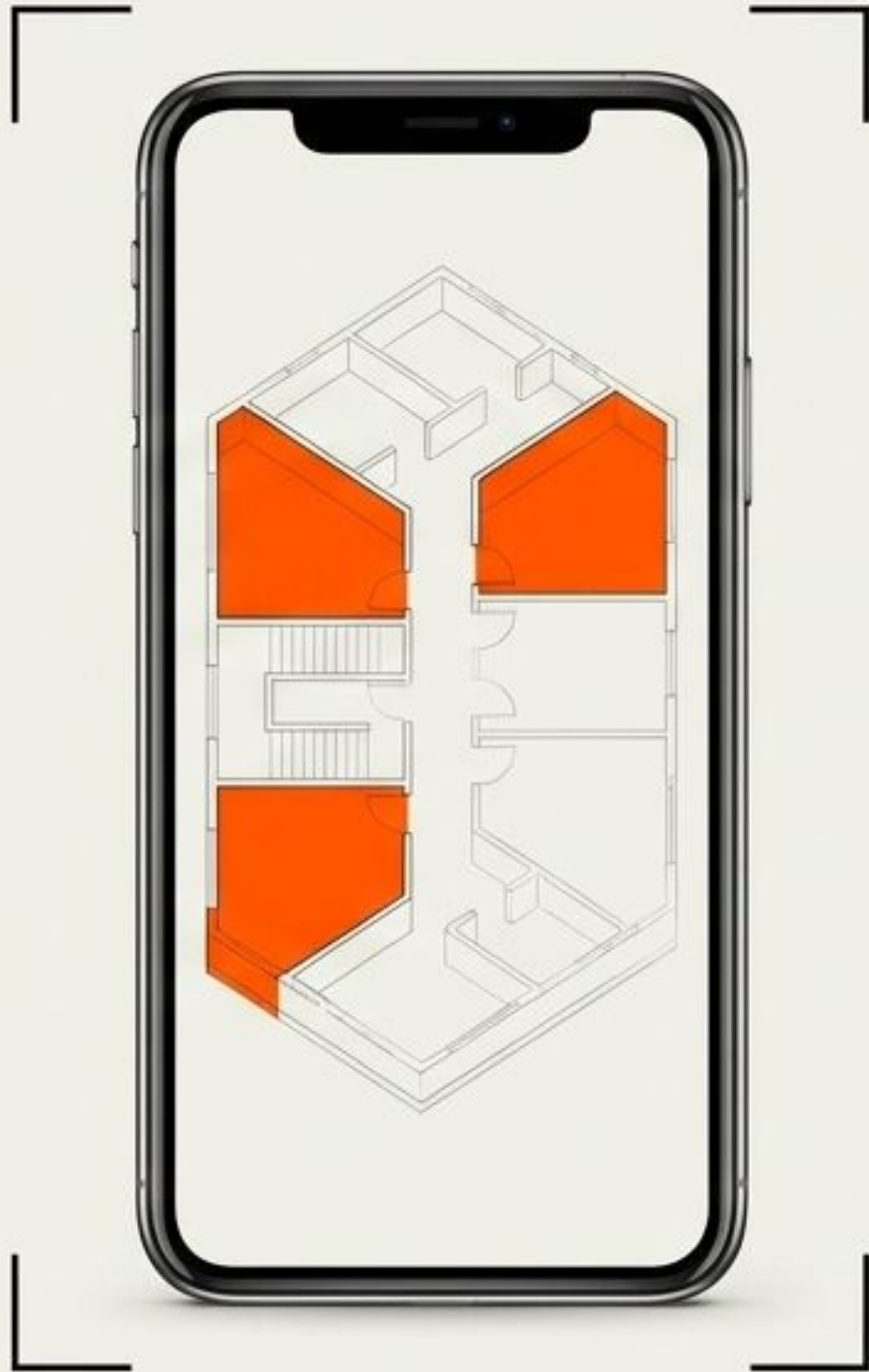
Photograph, don't editorialize. A photo of a stained ceiling tile ends an argument that a sentence would start.



Eye-Level & Below

Guests see what a stranger carrying a diaper bag sees, not what a veteran leader who has walked past it for nine years sees.

Isolate the building into distinct evaluation zones.



The Execution Plan

- Form teams of 4 to 7 people.
- Arm every team with a smartphone.
- Assign strict physical zones (e.g., Nursery, Restrooms, Parking Lot).

Do not assign “the whole building.” Give a **specific zone list**, or they will spend the entire twenty minutes analyzing the lobby.



Parking Lot

12 PEOPLE · 20 MINUTES

- Angela Garland
- Antonio Mason
- Bernard Coleman
- Criss Williams
- Jaundra Hutley
- Jordan Peck
- Kenya Burford
- Micaia Turner
- Naomi Johnson
- Shirley Redic
- Stella Adams
- Taylor Trice

Drive in like you have never been here. Is it obvious where to park? Where to enter?



Lobbies

12 PEOPLE · 20 MINUTES

- Alexandria Lowe
- Ashley Coleman
- Broderick Brevard
- Chelsea Wiggins
- Chiquita Turner
- Gary Morrow
- Jackie Pruitt
- Mariah Adams
- Melzine Johnson
- Shwanna Hines
- Tracy Franklin
- Trovante Thompson

The first thirty seconds. Does anyone look up? Could a stranger find anything?



Bathrooms

MAIN ONES, OFF THE LOBBIES · 12 PEOPLE · 20 MINUTES

- Brian Banks
- Chiquirra Kpuinen
- Darryl Wiggins
- Debora Franklin
- Deborah Perry
- Jaslyn Love
- Kimberly Morrow
- Patrick Walker
- Raven Hawes
- Sheena Boswell
- Stephen A Coleman
- Veronica Terry

Be honest. Would you send your daughter in here alone?



Sanctuary

12 PEOPLE · 20 MINUTES

- Cornelia Peck
- David Armstrong
- Ebenezer Kpuinen
- Josephine Boswell
- Joy Gray
- Joyce Garland
- Lue Sandra Williams
- Mae Knox
- Mary Stockstill
- PJ Walker
- Semetsana Moyaha
- Virginia Coleman

Sit in the back row. Temperature, sound, lighting, sightlines, the seats.



Classrooms

14 PEOPLE · 20 MINUTES

- Angelia Watson
- Audrey Stevenson
- Cheri Wells
- Derrick Simon
- Jemia Mathews
- John Ellis
- Latrice Woods
- Lucretia Childs Ford
- Maria Montemayor
- Mary Howard
- Morice Conard Sr
- Sharon Youngblood
- Sideary King
- Teresa Harris

Would you leave your child in this room on a first visit?



Hallways

BOTH BUILDINGS · 14 PEOPLE · 20 MINUTES

- Akili Mathews
- Alice Armah
- Barbara Washington
- Carla Tolbert Taylor
- Diane Ellis
- Katrina Scott
- Lesley Monet
- Lynnette Jackson
- Nelson Youngblood
- Ora Conard
- Quince Hayes
- Teairra Watson
- Virginia Flake
- Willie Howard

The places we stopped looking at. Split by building at the door.



Kitchens

BOTH BUILDINGS · 12 PEOPLE · 20 MINUTES

- Anthony Harris
- Barachias Irons
- Beola Walls
- Bertina Davis
- Davita Ricks
- Dominique Simon
- Elizabeth Ellis
- Kyle Hayes
- Mareeka Taylor
- Mavis Mitchell
- Sandra Howard
- Sedric Woods

Both buildings. Clean enough to serve from tonight?

The hard-stop rules of reporting back.



Each team has two minutes, hard stop.

- ☐ One thing that would most bother a first-time guest.
- ☐ One thing that pleasantly surprised them.

The Ironclad Rule

Protect people, not the building.
“No defending. Just write it down.”
If a leader explains away a critique, you
will get thirty more explanations.

Triage findings instantly to generate momentum.

Column A: FIX THIS WEEK

Criteria: Free or cheap.
Needs only a decision
and a person.

Goal: Find 8 to 15 items to
place here. This is the win
of the session.

Column B: NEEDS A PLAN

Criteria: Requires money,
time, or a buildout.

Committees don't fix things. Names and dates do.



Assign every item in the
FIX THIS WEEK column before
anyone leaves the room.

OWNER: _____

DATE: _____

**Culture is not
what we preach.
Culture is what
we tolerate.**

**We have tolerated things because we stopped seeing them.
Today we saw them. Now we are responsible for them.**