

Frank Talk on Business...

his secrets

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Frank Devlyn
ENTREPRENEUR OF
THE YEAR™ 2016
México

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Ganador Consolidado

Una clara visión: clientes de por vida

Nombrado Ganador Nacional de EY Entrepreneur Of The Year™ 2016 México, Frank Devlyn es reconocido como un emprendedor que al frente de una compañía mexicana con 80 años en el mercado, ha logrado trascender gracias a la innovación constante para ofrecer lo mejor a sus clientes.

Frank Devlyn, Presidente del Consejo Devlyn Holding y Grupo Devlyn, asegura que Ópticas Devlyn es la "top of mind" de México, y este logro se debe al resultado de conocer a sus clientes profundamente para convertirlos en clientes de por vida.

Creyente de la sana competencia como motor para mejorar y sobresalir día a día, Frank Devlyn reconoce a sus más de 5 mil colaboradores como gente brillante, en cada una de las mil 200 sucursales que tienen actualmente.

Frank Devlyn inició a sus 22 años en el entonces pequeño negocio familiar. A través de trabajo constante y con la ayuda de su madre y de sus hermanos Jesse

y Patricio logró hacer crecer el negocio hasta lograr trascender más allá de las fronteras. Actualmente cuenta con sucursales en Guatemala, El Salvador y Estados Unidos.

La historia de Frank Devlyn es la de un triunfo notorio en el ámbito profesional y de negocios, así como en una gran diversidad de organizaciones cívicas. Ha recibido diversas distinciones a nivel nacional e internacional, destacando entre ellas las otorgadas por La Fundación Rotaria, en reconocimiento a su labor humanitaria para promover los programas de Rotary International en el mundo. Y ahora representará a México en el EY World Entrepreneur Of The Year™ 2017, donde expondrá su historia y su modelo de negocio el año próximo en Montecarlo.

Fundación Devlyn

Con el propósito de mejorar la calidad de vida de las personas más desprotegidas de la sociedad, se creó Fundación Devlyn que consta de cuatro programas:

Regala una buena visión. Rehabilita lentes donados por clientes, empresas y proveedores, para aquellas familias de escasos recursos, los cuales son entregados en jornadas visuales.

Redondeo. Grupo Devlyn pone a disposición de Fundación Devlyn sus más de 800 sucursales como plataforma de recaudación de donativos, en alianza con distintas organizaciones sociales.

Visión 2020. Programa lanzado en octubre del 2010, en el marco del Día Mundial de la Salud Visual y que tiene como objetivo promover la importancia de realizarse el examen de la vista para la oportuna detección de problemas.

Educación. El propósito es impulsar a los futuros especialistas en salud visual, a través del equipamiento y acondicionamiento de instalaciones adecuadas para su formación en instituciones educativas de mayor prestigio a nivel nacional.

ÓPTICAS DEVLYN A TRAVÉS DEL TIEMPO

Los 30
Frank J. Devlyn abrió Ópticas Devlyn en Ciudad Juárez, Chihuahua.

Los 40
Se abre la segunda óptica en Avenida Juárez (CDMX) y tres más del lado estadounidense.

Los 50
Se unifican las sucursales familiares bajo el nombre: Ópticas Devlyn.

Los 60
Para esta década el crecimiento de Devlyn se acelera.

Los 70
Devlyn se reestructura en: fabricación, distribución y franquicias.

Los 80
Los hijos de los hermanos Devlyn siguen los pasos de la familia.

Los 90
Se abren más sucursales de Ópticas Devlyn en todo México.

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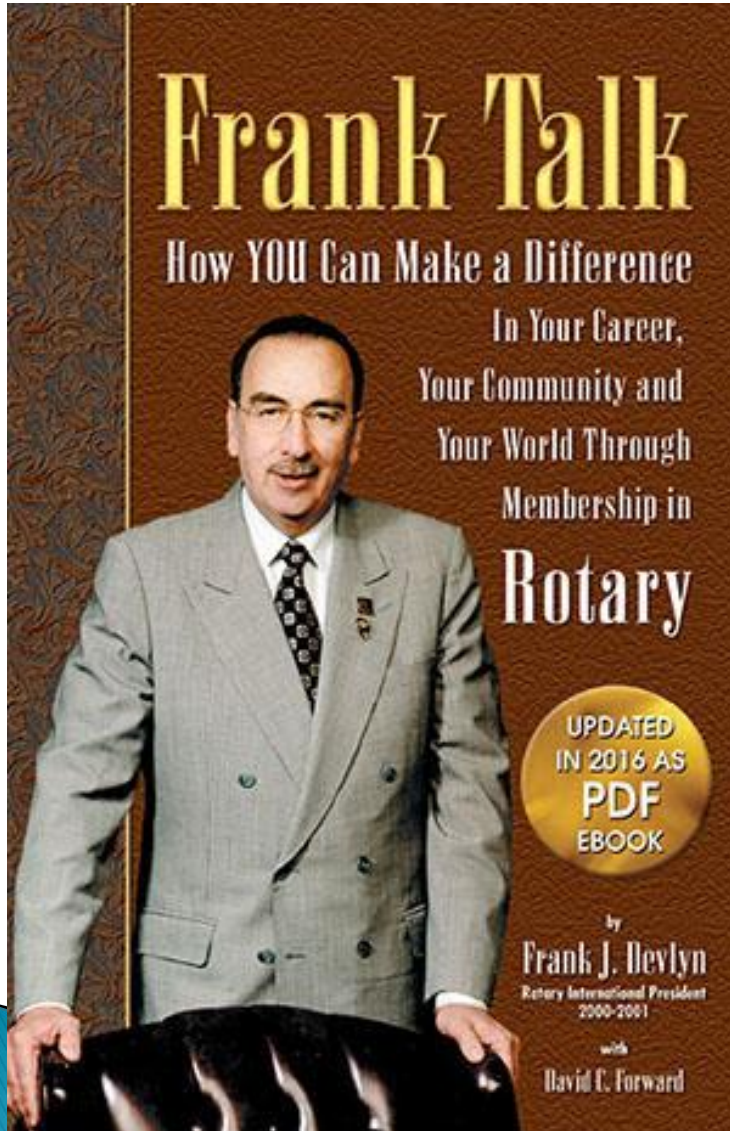
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**MY 5 BEST
SELLER FRANK
TALK BOOKS
ON ROTARY.....**



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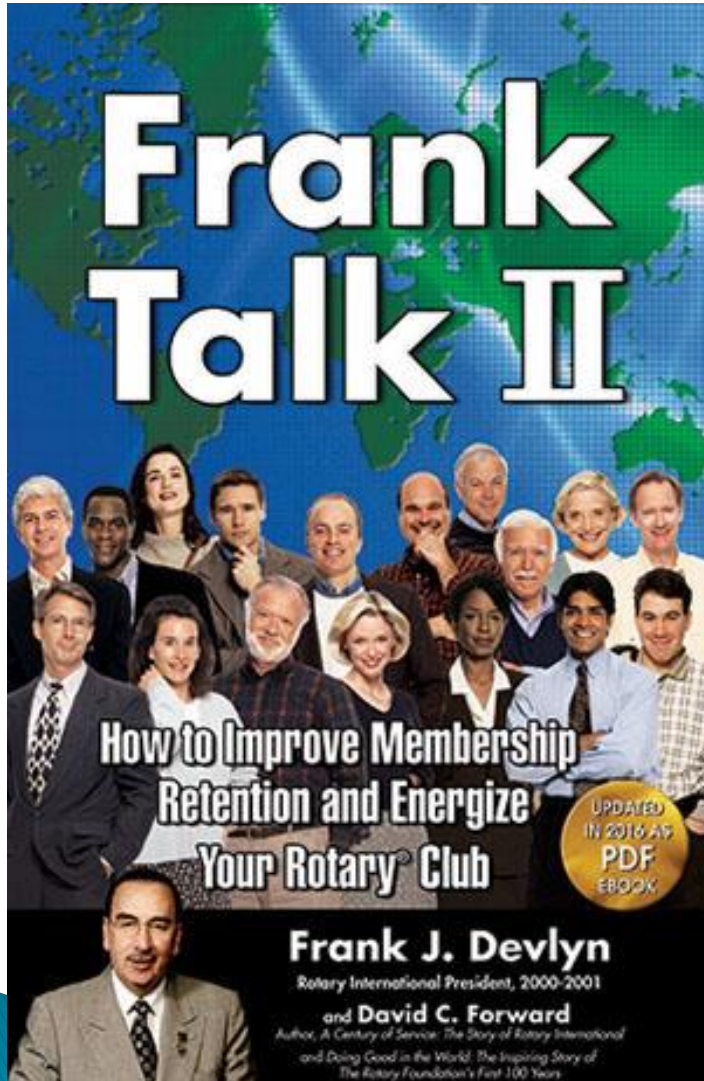
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**THE BENEFITS OF
BELONGING TO
ROTARY &
MY STORY OF
HOW THANKS TO
BUSINESS I WAS
ABLE TO BECOME
THE 2ND
PRESIDENT OF
ROTARY
INTERNATIONAL..**

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TALKS OF THE
IMPORTANCE
OF CHANGING
WITH THE TIMES
TO REMAIN
RELEVANT

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"Our goal is to have a premier Foundation that is ready to help and serve Rotary International, clubs, and Rotarians and which enables them to offer service projects of greater significance to their communities."
- Sir Warwick Glynn, President, Rotary International 1996-1997, Chairman, The Rotary Foundation Board of Trustees 2006-2007

FRANK TALK ON OUR ROTARY FOUNDATION

TELLS OF THE
WONDERFUL
WORK OF
THOUSANDS OF
PROJECTS
CARRIED OUT
WORLDWIDE .



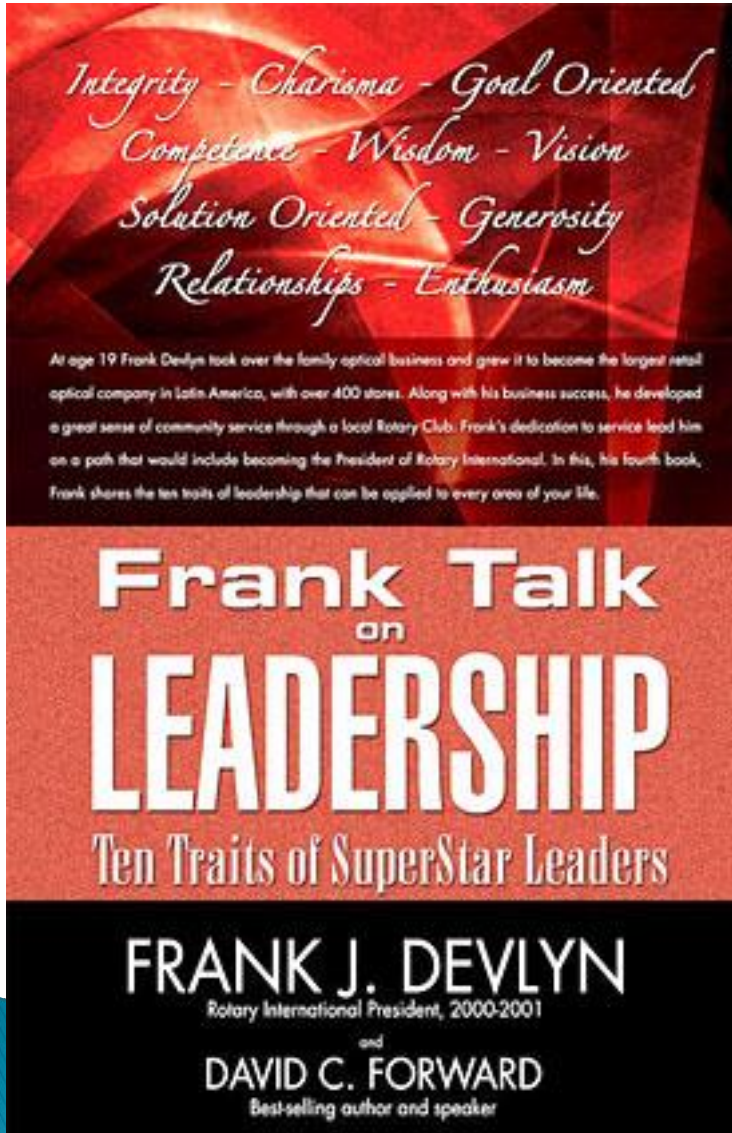
Part of the proceeds from your purchase of this
PDF ebook will go to the Rotary Foundation

FRANK J. DEVLYN Rotary International President, 2000-2001
Chairman, 2005-2006 Rotary Foundation
and David C. Forward, Author, A Century of Service: The Story of Rotary International



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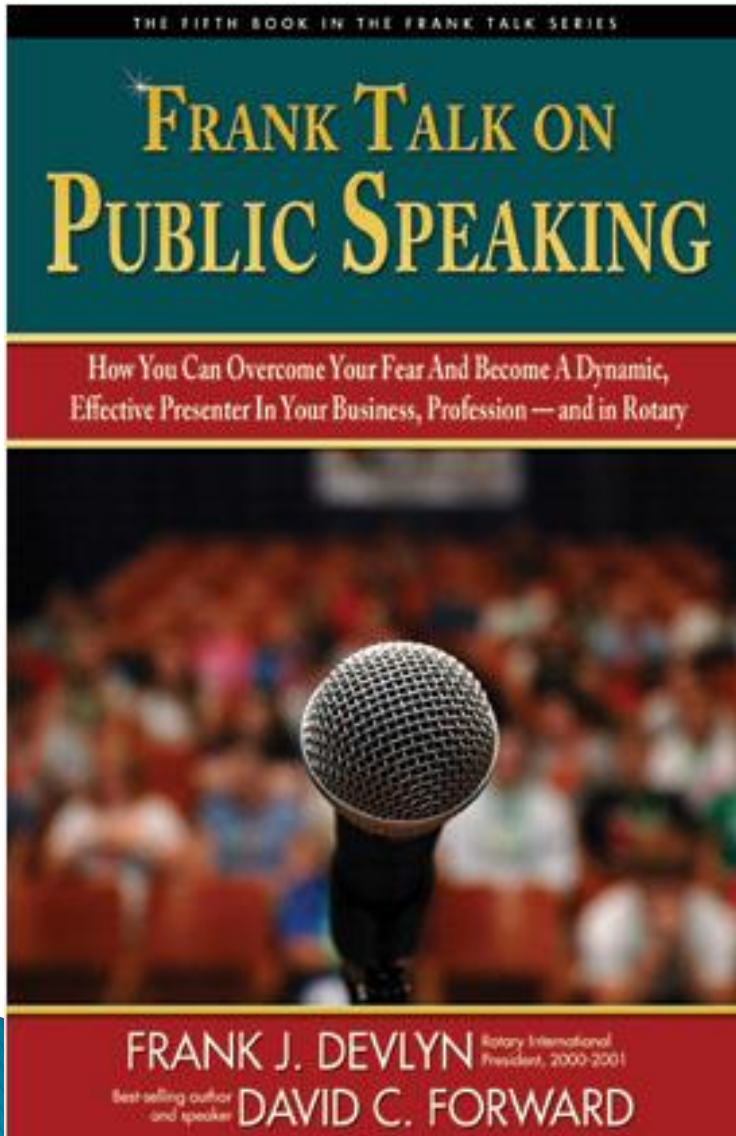
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**I SHARE THE
SECRETS OF
12 PERSONS,
MENTIONING
THEIR
TRAITS**

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THEIR ARE
BENEFITS IN
LEARNING
HOW TO
SPEAK BETTER
IN PUBLIC.

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**MY OBJECTIVE TODAY IS TO
SHARE MY STORY WHICH
WILL COME OUT IN AN
UPCOMING BOOK CALLED...**

**FRANK TALK ON
BUSINESS.....**



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**I PLAN TO SHARE SECRETS ON
HOW TO GROW A SMALL
BUSINESS TO BECOME A
MEDIUM ONE AND A LARGE
ONE**

**SOME OF YOU DREAM OF
HAVING...**



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**FIRST TIME SECRETS BEING SHARED
COMING FROM ONE OF THE WELL
KNOWN ENTREPRENEURS OF
MEXICO**

**HOW FRANK HELPED GROW THAT
SMALL ONE STORE FAMILY OPTICAL
INTO ONE OF THE LARGEST IN
LATIN AMERICA.**

STEP BY STEP...

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**SOME OF THOSE SECRETS I
WIL SHARE FOR THE FIRST
TIME**

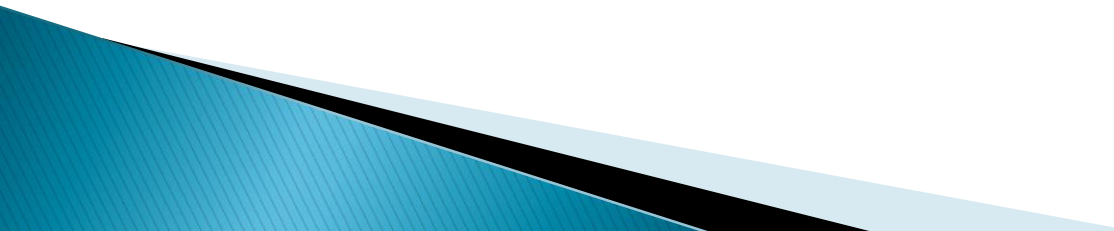
**MIGHT BE THE ANSWER TO
HOW YOU CAN GROW
YOUR SMALL BUSINESS....**



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**LOOK AT THE DIFFERENT
FORMATS OF WHAT THIS
ONE FAMILY OPTICAL
STARTED 80 YEARS AGO
TODAY HAS 1200 STORES IN
17 DIFFERENT FORMATS....**



Portafolios de Formatos

Corporativas
550 Sucursales

Concesiones
650 Sucursales
(300 operando bajo el nombre de Devlyn)

High end

VETRO

El Palacio de Hierro
SOY TOTALMENTE PALAÇO

DEVLYN 

INMODA
ÓPTICAS
Mucho que ver...


Sanborns

SAM'S CLUB

SEARS

gran **chapur**
porque se vive

cimaco
Lo Mejor Para Vivir Bien

OptiMart
GRUPO DEVLYN

Walmart

H-E-B

Óptica



SORIANA

óptica
CHEORALI

Coppel

BodegaAurrera
La esencia de la buena vida

Mass Market



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LET ME SHARE BY COMMENTING ON THE
PROJECTED CHAPTERS OF MY UPCOMING BOOK

CHAPTER ONE... LESSONS I LEARNED IN MY
YOUTH STARTING AT 8 YEARS OF AGE.

CHAPTER 2... LESSONS IN PROMOTING,
LEARNED FROM MY FATHERHOW TO GIVE
OUT FLYERS.....CALENDERS

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CHAPTER 3....IMPORTANCE OF TAKING
ADVANTAGE OF OPPORTUNITIES

CHAPTER 4.....PUBLICITY – PROMOTION...
PROMOTION

CHAPTER 5....IMPORTANCE OF BEING ONE OF
THE FIRST OR ONE OF THE FEW IN ANY
BUSINESS...

LESS COMPETITION



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CHAPTER 6....LOOKING FOR
OPPORTUNITIES OUTSIDE OF
YOUR COMMUNITY

CHAPTER 7....PROMOTING
YOUR BUSINESS WITH THE CITY
LEADERS....



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CHAPTER 8

**LOOK FOR AN ASSOCIATION
WITH THE BIG GUYS...**

**OPTICAL CONCESSIONS IN
DEPARTMENT STORES / MEGA
SUPERMARKETS**

LEARN FROM THEM!



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CHAPTER 9

TRAIN YOUR PEOPLE....

YOU NEED PERSONS TO
TREAT CUSTOMERS LIKE
YOU DO....



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CHAPTER 10....IMPORTANCE

OF:

LOCATION...

LOCATION...

LOCATION...

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CHAPTER 11IMPORTANCE

OF:

SERVICE....

SERVICE....

SERVICE....



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CHAPTER 12.....

IMPORTANCE.....

MAKING LIFETIME

CUSTOMERS...



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CHAPTER 13.....

LESSONS FROM
FRANCHISING.....

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CHAPTER 13

.....

BENEFITS OF BECOMING A DISTRIBUTOR

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CHAPTER 14

BENEFITS OF BECOMING A MANUFACTURER...

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CHAPTER 15

LEARN FROM THE SMALL
GUYS...

THEY GO FOR THE
JUGULAR...



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CHAPTER 16...

THE IMPORTANCE OF
BELONGING TO
ASSOCIATIONS...

THOSE RELATED RELATED TO
YOUR ACTIVITY
OR INDUSTRY...



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CHAPTER 17

BENEFITS OF BELONGING TO ORGANIZATIONS THAT STAND OUT...

ROTARY... UNIVERSITY CLUB...
INDUSTRIALS CLUB...



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CHAPTER 18

**PEOPLE JUDGES YOU BY
WHO YOU
ASSOCIATE WITH..**



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CHAPTER 19

**HAVE A STRONG DESIRE TO
HELP YOUR BUSINESS AND
YOURSELF STAND OUT...**

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CHAPTER 20

OBSERVE...

OBSERVE...

OBSERVE...

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CHAPTER 21

THE IMPORTANCE OF LEARNING TO CHANGE WITH THE TIMES...



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CHAPTER 22

LEARN FROM THOSE WHO'RE
HAVING SUCCESS AS WELL AS THOSE
WHO ARE FAILING

KODAK

BLOCKBUSTER



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CHAPTER 23

LEARN WHEN TO SELL,
CHANGE, MERGE WITH OTHERS..

**LEAVE CERTAIN BUSINESSES IN
OUR CASE...**

MANUFACTURING & DISTRIBUTION



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CHAPTER 24

OUR BABY.....

RETAIL.....

17 FORMATS...



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CHAPTER 25

KEEP IN MIND...

**WHAT GOT YOU HERE,
WON'T GET YOU THERE...**

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CHAPTER 26

**NOW IT'S YOUR
TURN..
GOOD LUCK.....!!!!**

