Building and Leading Engaged Teams

A CUSTOMIZED TRAINING PROGRAM FOR THE SERVICE INDUSTRY
What if we told you...

...that we will train your store managers and supervisors to be **better leaders in just 48 hours**?

And not only that,

but we will help **build customer loyalty** by empowering employees to deliver the best customer experience in the industry.

**WAIT! There’s more!**

We will **increase teamwork and communication** in the stores so that everyone is focused on the same goal, leading to an **improvement in KPIs and bottom-line results**.

**Possible? ABSOLUTELY!**

Read on to learn how we do this...
A Six Module Course for Building and Leading Engaged Teams!

WHO IS IT FOR?
All levels of store-level leaders in quick-service, retail and franchise companies.

WHAT IS THE OBJECTIVE?
To improve customer loyalty, teamwork and communication at the store level.

HOW DID WE CREATE IT?
Three months of data collection; 100s of interviews, site visits, and workalongs; 250 development hours and six testing phases per module.

WHAT WAS THE RESULT?
A six-module approach to training leaders in a format that works in the service environment – better leaders will deliver better outcomes. Each module provides a balance of content and “hands-on” in a format that is fun, applicable, and accessible to all levels. The experiential approach captures the hearts of the participants and provides them with the skills and tools that will position them for success.

“Because of the increased team engagement, other facets of the guest experience such as accuracy, speed of service, and hospitality have increased drastically.”

Assistant Manager

BUILDING CONVICTION

Timming Options

Modules are typically eight hours long, but there is flexibility to deliver the content in whatever way makes sense for your team.

For example:
- 8 hours x 6 days
- 4 hours x 12 days
- 2 hours x 24 days

Heart – individuals must want to change; Head – knowledge must be transferred; Hands – knowledge must be applied; and Harvest – there must be improved results.
What Makes This Training Work?

1. IT'S ALL ABOUT USING EXPERIENTIAL LEARNING.
   We live and breathe experiential learning because we believe (and research backs us up) that experience is the best teacher. Not only that, but we wrote the book on experiential learning — LITERALLY. (Ask us, and we'll send you a copy!)

2. KEEPING IT SIMPLE. Each module focuses on a single concept with lots of opportunity to practice application in class. The interval between modules is just the right amount of time to apply the new skills and tools in the workplace, while maintaining the energy that comes with being together with colleagues in the classroom. Ongoing digital reinforcement maintains engagement and deepens understanding.

3. CASCADING IS EASY. The leadership principles are easy to apply and share with other managers and frontline staff — even if you don’t consider yourself a “trainer.” Powerful concepts, memorable common language, and practical tools are designed to work in your environment. As leaders share their knowledge and enthusiasm on the job, frontline staff become better equipped to deliver exceptional teamwork, clear communication, and ultimately, an improved customer experience.

   A component from the Productive Leadership module, the Sandbox Tool is used on the job by managers to help individual team members identify where they can increase their maximum contribution within the organization.

4. IMMEDIATE RESULTS ARE THE FOCUS. Bottom line: We know that none of this matters, unless you see results. Every program component is focused on delivering long-term, measurable behavior change that drives the outcomes you require to run a profitable business. We help you define up front the impact you are looking for, and then design the scorecard of metrics that will allow you to track your progress.

   This highly themed experience focuses on “knowing your map” — understanding where you are going and identifying how you will get there. Common language and clear application to the workplace drive the mindset change required to deliver long-term behavior change.

5. WE ARE YOUR PARTNER, NOT YOUR TRAINING VENDOR.
   We’re in this together — that is why we work alongside you at every step to ensure your success. From understanding your business and confirming that the program content is relevant to you, to helping you measure the impact, we set you up to succeed and stick with you for the long haul.

   "The number one tool I will ensure to use every day is the Team Check as I find it very crucial to ensure everyone on the team is on the same page. It will also give me an idea as a manager what works well or not, and what I can do to change it.”
   Manager

   "I personally love the Team Check for a quick reset. The Sandbox is terrific for a visual aid in assisting team members with growing their contribution.”
   Supervisor
Ensuring Your Success

Here’s how we make sure that you are supported at every stage of this initiative to guarantee your success:

1. CLIENT DISCOVERY
   Understand Your World

2. CUSTOMIZE
   Make It Relevant To You

3. CREATE BUY-IN
   Build Support From The Top

4. TRAIN
   Teach-Cascade-Apply

5. REINFORCE
   On The Job

6. MEASURE RESULTS
   Monitor Impact Throughout

**How We Do It!**

**CLIENT DISCOVERY**
We understand your world and customize the training for YOU through corporate literature reviews, interviews, focus groups, field visits, and workalongs.

**CUSTOMIZE**
We customize content, using company-specific scenarios, language, and examples. We test relevance, create a look and feel just for you, and train facilitators to know your world inside out.

**CREATE BUY-IN**
We build key stakeholder buy-in through clear communication and engaging owner launch programs.

**TRAIN**
Teach-Cascade-Apply

**REINFORCE**
We provide simple tools with clear, actionable steps to drive reinforcement on the job. Digital resources are made available for download to encourage ongoing retention.

**MEASURE RESULTS**
We help you create the scorecard that will allow you to track your results, including customer feedback, productivity metrics, KPIs, and employee survey data.

**The Impact We’ve Had…**

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**“Ultimately, Eagle’s Flight has helped our management team feel more comfortable and confident in our positions and this has translated into increased performance scores, higher team morale, reduced turnover, increased transactions, lower rates of guest complaints and more fluid operation.”**

Assistant Manager

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“Guest loyalty has definitely improved. I believe customers see the improvement in our overall team and that they choose our location because they feel the unanimity of our store. They see our focus is on them, and so they are more apt to choose us.”

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**“Performance scores are up, drive times are faster, # cars processed are 10% higher, guest surveys have improved”**

Owner

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**“The tools acquired have increased my ability to train and coach, leading to increased team member engagement and enthusiasm, especially among the newer team members.”**

Supervisor
1. We’ve solved the challenges that you face.
In fact, we conducted three months of research on them, including head-office and site visits, interviews, focus groups and hands-on work on the front lines. This program provides maximum flexibility with minimal time off the job: 48 hours of training for your leaders packaged in a way that works for your team. After each in-class session, leaders are given clear action steps to easily cascade the tools and learning principles to their staff on the job with no additional time required away from the store.

2. We applied your reality to our content.
That’s why the training uses simple concepts, strong visuals, little text, and lots of hands-on experiences to drive the learning home. If another language is required, it is easy to translate and we will tap into our extensive global network to provide you with a facilitator fluent in your required language.

3. You are right – the logistics for something of this magnitude can be tricky.
Lucky for you, we can take that off your plate. We recently completed the online enrollment and scheduling of 95,000 training days within a 10-month period for 15,500 employees from 2,200 owner-operated locations. So don’t worry – we’ve got this!

“After the training, I asked everyone how we could reach our goal at the drive-thru. Everyone gave ideas on what we could do. Within 2 weeks we were going from 93 second times to 33 seconds and green every shift.”

Supervisor

Seven Things That Might Be Holding You Back

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“‘My employees bring diverse backgrounds and experience levels.’”

Strong visuals and memorable messages, combined with our experiential methods, make this principle-based approach ideal for diverse groups with varying levels of leadership experience.

“‘There is no way I can handle the logistics of something this huge’”

7 Things That Might Be Holding You Back

My employees bring diverse backgrounds and experience levels.

My leaders can’t be away from the workplace that long.

We’ve solved the challenges that you face.

We applied your reality to our content.

You are right – the logistics for something of this magnitude can be tricky.

There is no way I can handle the logistics of something this huge.

Maintenance of customer satisfaction.

“After the training, I asked everyone how we could reach our goal at the drive-thru. Everyone gave ideas on what we could do. Within 2 weeks we were going from 93 second times to 33 seconds and green every shift.”

Supervisor
4. WE TRAIN ON THE PEOPLE SIDE AS WELL AS YOU TRAIN ON THE OPERATIONS SIDE. We recognize that many managers at the store level rose through the ranks, with no previous training or experience in leadership. That is why this training is focused on people, not processes. It will make your people better leaders and, when paired with your operational standards, will drive better business results!

“My business is unique, so this won’t be relevant for us.”

5. PEOPLE ARE PEOPLE THE WORLD OVER, AND CHANGING BEHAVIOR IS OUR BUSINESS. However, we take nothing for granted, so that’s why we spend significant time up front learning your world and adapting the scenarios, examples, case studies, language – and even the look and feel – to reflect all that is unique about your company. No cookie cutters used here!

“We already train our managers on the operations side of the business.”

6. ACTUALLY, YOU WILL BE SURPRISED AT HOW ECONOMICAL THIS TRAINING IS. We created a pricing model that is affordable for franchisees and corporate stores, taking into account the volume and ownership structure. And when you consider the increased profitability that comes with faster throughput, decreased errors and waste, lower staff turnover, and improved customer loyalty, you are getting huge return for the investment in your people.

“This will be way too expensive.”

7. AS WORLD LEADERS IN EXPERIENTIAL LEARNING, WE KNOW A THING OR TWO ABOUT HOW TO MAKE THIS STICK. Using a combination of hands-on experiences, relevant examples, clear and actionable reinforcement tools, and a big dose of FUN, our content delivers a consistent message, shared experience, and common language that becomes immersed in the workplace and is impossible to forget. Our training is sticky!

“Teach Cascade Apply”

The Coaching Spectrum tool neatly summarizes the key responsibilities of leaders as they perform on-the-job coaching. It clearly illustrates the fluid nature of coaching, and serves as a reminder that “living left” in the spectrum by Tapping In often, will significantly decrease the time required on the right.

The Communication Wheel effectively helps managers and their teams understand that communication is a shared responsibility. It defines the standards necessary to ensure maximum results, and provides a clear framework for managers to cascade this message to their teams.

“We have tried training our leaders before and it never lasts.”

“Our management team and supervisors are using a common language now, the team check, wallet, see the popcorn, tap in – all those words have a meaning that they all understand because they’ve all gone through the program. It’s been good for their development as management.”

Owner

“I love the games, because I can remember the activities in relation to the concepts much easier than trying to simply remember the concepts themselves.”

Supervisor
Eagle’s Flight specializes in changing the behavior of individuals. Through the use of experiential learning, we assist organizations of all sizes to gain a competitive edge by significantly strengthening their people.

Our expertise includes leadership development, culture transformation, skill development, and conference and learning events. Within each of these business segments, our point of difference remains the same – a focus on results, driven by our unique experiential approach and brought to life by our dynamic people.

In business since 1988, Eagle’s Flight offers programs in over 20 languages and is represented by international licensees in over 30 countries. Our worldwide team delivers more than 200 programs per month to groups ranging in size from 10 to over 2,000 participants.

CHANGING BEHAVIOR TO IMPROVE PERFORMANCE
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