

## CLIENT: A GLOBAL QUICK SERVICE RESTAURANT



### Client Requirements

- Improve employee engagement and, as a result, the guest experience and profitability across the franchise network
- Customize, design, and deliver the approach in a 10 month period for immediate results

### Initial Audience

- 2,200 owner-operated restaurants
- 15,500 employees, from owners to in-restaurant leadership

### Client Involvement

- Executive Leadership involved in discussions around approach and key deliverables
- Corporate staff involved throughout to enhance relevance

### Eagle's Flight Approach

- Conducted three months of restaurant and industry research
- Presented findings and requirements to CEO, COO, and Ownership Committee (selected owners from the franchise network)
- Delivered prelaunch "Owner's Conference," allowing all owners to experience, and appreciate the power of Eagle's Flight's experiential learning approach
- Customized six days of leadership training
  - Content and methodology focused on 24 key leadership principles identified from the research
  - One training day delivered every six weeks, including retention and consistent reinforcement of learning
  - Hired, trained, and deployed 30 dedicated facilitators
  - 95,000 training days delivered within 10 month period

### Tools Provided

- Developed, produced, and translated all materials required for completion of the six days of leadership development training
- Customized content for client specific relevance and application
- Created supporting reinforcement materials for application at restaurant level
- Creation of videos designed to introduce and complement leadership content
- Managed online registration process for individual restaurant participants
- Managed online enrollment system for scheduling of 95,000 training days within a 10 month period
- Design and maintenance of online portal for all program-related communication and information
- Management of online community for shared Q&A/best practices
- Management of postcourse knowledge-retention and reinforcement activities