



# CULTURE REBOOT

## *Break The Mold*

A clearly defined culture is a great asset for any business: your mission and values act as a roadmap for your team and leaders, keeping them engaged and loyal to your brand. We will enunciate and invigorate various communication points in order to ensure that the entire team - leaders and line staff - can live and breathe the brand ideals.

We help you enunciate your company culture through the following steps:

### Discovery:

We will experience and evaluate the current culture that is comprised of all culinary interpersonal communication (with managers, staff and with clients), communication of the goals/vision of Flagship Culinary to the team, and the training program. In this process, we will assess your culture, existing strengths, communication and systems

We will spend 2 days in your operation, conducting the following assessments:

- **Observe & Experience:** Identify the moments of service, service gaps and opportunities to maximize sales & brand awareness
- **Interview:** Meet with executive leaders to comprehend the strengths, weaknesses and opportunities of the existing culture
- **Focus Group:** Meet with a group of middle managers to observe and discover their barriers and beliefs
- **Review:** Assess all existing culture & training materials provided to staff

### Culture Reboot:

We will take our findings from the discovery phase and use them to enunciate your culture, build your mission & core values and create a strategy that all of your brand aspects collaborate with and promote one another.

We will develop, identify or clarify your:

- Mission statement and core values
- Onboarding processes
- Hierarchy for your team and the pathway to promotion
- Strategy for implementation across your entire brand
- Hiring process so that the cultural component is included in vetting & onboarding new individuals
- Manager review document & process so that it includes the brand standards and cultural touch points that are essential to excelling in his or her career

### Team Training:

We will build a bespoke Mission and Values class and train your team in all aspects of your updated culture and values.