



PLAYERLYNC

Modern Learning Software for the Mobile Workforce

CONTROL | COLLABORATE | ANALYZE

CREATING A CONSISTENT BRAND EXPERIENCE WITH MOBILE LEARNING

National Restaurant Association 2019



CREATING THE BRAND DRIVING BRAND CONSISTENCY

Perspectives from Industry Leaders



PAUL BRADLEY

Head of Product Management



Micah Hardt

Director of Learning & Development
CEC Entertainment



Scott Shotter

Chief Executive Officer
Back Yard Burgers



Kevin Hostetter

Director of Training
Auntie Anne's



PANELIST INTRODUCTION

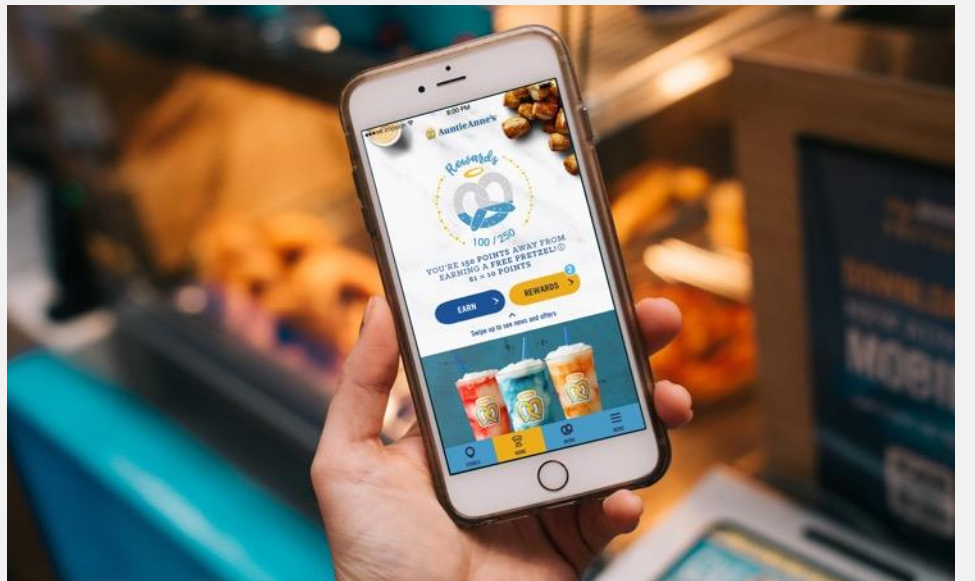
What defines your brand experience, and what exciting initiatives are key to the brand narrative right now?

PANEL DISCUSSION

KEVIN HOSTETTER

How have you engaged your franchise community to drive consistency and effective partnerships?

- What challenges and road blocks were overcome?
- Do you have any recommendations for other restaurants trying to work with franchisees to drive brand consistency?



PANEL DISCUSSION

SCOTT SHOTTER

How does Back Yard Burger plan to sustain its growth path, and how will you maintain consistency of brand and customer experience while in growth mode?

- Do you have any recommendations for other restaurants trying to drive brand consistency?



BE YOUR BEST

Knowledge, Skill, Talent
 "greatness already exists and its waiting to be maximized"



Training, Retraining, Onboarding
 Certification (ServSafe, Service)
 BYB Uniform Standards

BRING YOUR BEST

Energy, Energize, Drive
 "tomorrow will be better because we will make it better"



Recruiting Profile, Recognition Programs
 Lead By Example

BEAT YOUR BEST

Success, Growth Development
 "yesterday's ceiling is tomorrow's floor"



Business Planning, Goal Setting
 Sales, OSAT, Health, P&L
 Personal Development



PANEL DISCUSSION

MICAH HARDT

What are the top priorities from an operations and training perspective and what were some of the challenges you've had to overcome?

- Do you have any recommendations for other restaurants trying to drive brand consistency?





Q&A

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www.playerlync.com