Develop Your Team

Win The Future
Develop Your Team, Win The Future

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Impact Frontline Performance

Develop New Leaders

Understand The Value Of Professional Credentials To Business
The Restaurant Industry: A Cornerstone of the US Economy

<table>
<thead>
<tr>
<th>$863 billion</th>
<th>1 million+</th>
<th>15.1 million</th>
<th>1.6 million</th>
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<tbody>
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<td>Restaurant industry's projected sales in 2019</td>
<td>Number of restaurant locations in the United States</td>
<td>Number of restaurant industry employees</td>
<td>New restaurant jobs created by 2029</td>
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We account for about % of gross domestic product and 10% of total US employment
Why We Love This Industry

Creating an amazing experience

Sharing a love of food

Being a part of the local community
Labor Issues =
Expensive Industry Challenge

The average cost of recruiting/training a new employee is **$1,994/hire**

Industry turnover averages 61%, costing a restaurant an average of **$150K/year**

More than 30% of restaurant operators have difficulties filling open positions*

1.6 million new restaurant jobs are needed to support the industry through 2029*

* National Restaurant Association Industry Statistics
** Center for Hospitality Research
What The Labor Force Is Telling Us

87% of millennials say training and development is crucial to a job

93% of employees would stay at a company longer if it invested in their careers

86% of hospitality businesses offer less than 10 hours of ongoing training

40% of employees who receive poor job training leave their positions within the first year
What It Adds Up To

Limited Training Opportunities + Limited Career Development = Limited Engagement

27% of Restaurant GM are engaged vs 61% other industries

Employees who work for engaged managers are 59% more likely to be engaged (TDn2K)
Career Development Resources

Develop your team. Win the future. Come and get it.

Find resources that can help you build your knowledge and mastery of restaurant industry skills and competencies.

Enhance your career opportunities with professional certifications that validate your restaurant industry experience.

Illuminate your pathway to a successful career in the restaurant industry.
Preparing Our Future Leaders

1 in 4 jobs filled by workers who advance

1/3 of all adults obtain their first job in restaurants
Attract More Talent

Explore Industry

Select a Career Aspiration

Take a Short Assessment

Experience monitoring food preparation methods and presentation of food to ensure that food is prepared and presented in an acceptable manner.
Career Paths

Restaurant Professional
Emerging industry professionals with leadership potential
Bartender, Cashier, Line Cook, Host, Server, etc.

Restaurant Supervisor
Professionals who supervise, direct, and train others
Assistant Manager, Kitchen Lead, Shift Leader, etc.

Restaurant Manager
Professionals who hire and manage staff, develop processes
Food Service Manager, Kitchen Manager, General Manager, etc.

Mastering Skills  Learning to Lead  Driving the Business
Career Resources

Online Learning Suites/Courses

Interactive Study Guides

Professional Certifications
Training Reduces Turnover

<table>
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<th>Management turnover</th>
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<tbody>
<tr>
<td>More than 5%</td>
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<tr>
<td>1 to 5%</td>
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<tr>
<td>No time spent on topic</td>
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<tr>
<td>% of unit level management training time</td>
</tr>
<tr>
<td>20%</td>
</tr>
<tr>
<td>29%</td>
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<tr>
<td>39%</td>
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Staff Say Credentials Matter

71% like “stackable” credentials

Source: CHART and TDn2K 2017 Trends in Hospitality Training and Development Study

Source: National Restaurant Associations Industry Training Research, Incumbent Worker Interviews
Professional Restaurant Credentials

Individuals can earn certificates with stackable learning modules
On the way to obtaining a professional industry designation

Certified Restaurant Professional
Certified Restaurant Supervisor
Certified Restaurant Manager
Professional Certifications Pilot Program
Professional Credentials
Earned Assist With
The Development
Of Existing Workers
"This credential validates all the hard work and effort I've put into my career. I've questioned myself about if I'm cut out for this job, on many occasions. This gave me the confidence I needed to stop asking myself that question!"

Katie Carr, CRM
Food Service Director
Creative Dining Services
“To me, it means I am growing in my knowledge of the industry that is such a large part of my life. I see it as professional development for Creative Dining Services and for myself. I find it very supportive to have the company I work for encouraging me and others to further our knowledge in some of the executive level things that will help us as we mature into our careers.”

Brady Newcomer, CRM
General Manager
Creative Dining Services
“For me personally, the certification validates us as professionals who take what we do seriously and intentionally. I am a firm believer in life-long education and the certificates provide evidence of attaining those educational milestones along the way. Thank you again!”

Mary Jo Hait, CRM
Food Service Director
Creative Dining Services
“To me, it means a sense of accomplishment. It gives me a foundation to base my growth and learning. It makes me feel a part of the big picture. Being included in the Pilot program, we are like trailblazers creating a path for the future of Service AND Success.”

Derrick Leach, CRS
Assistant General Manager
Creative Dining Services
“It means I can feel confident knowing that my knowledge and skills in the restaurant industry are valued and acknowledged among other professionals. It also portrays to my customers that I am a professional in the industry and will give them the best service they deserve.”

Patrick Murray, CRM
Executive Chef
Creative Dining Services
Develop Your Team, Win The Future

Take Away 1
Keep them engaged, and invest in your bench strength

Take Away 2
Develop critical competencies and create learning pathways for leaders

Take Away 3
Validate and recognize competencies and attract better talent with professional credentials
Providing More Of What We Love

Creating an amazing experience

Sharing your love of food

Being a part of the local community
Develop Your Team, Win The Future

Visit Our Experts
Booth 600
North Hall

Come and get it.