



Culver's®



Find the Magic

Find the Magic

- Everything starts with Leadership
 - Setting the example and “doing the right thing”
 - Team members will be the mirror image of you
- Hire the right people
 - People are your most important asset but not if they’re the wrong people.
- Positive attracts positive
 - Negative attracts negative

Find the Magic

- Keep the right people
 - Reduce turnover
- Train, train, train
- Help your team members grow
 - Challenge and reward
 - Allow for mistakes
- Get rid of the drains

Find the Magic

- Your Passion-will filter to the team members
- The Schedule-the most important tool
- It's hard to attract employees and keep them
 - Not a labor crisis but more likely a leadership crisis
 - People don't leave companies, they generally leave people
 - Make your place a fun, reputable, caring place to work

Find the Magic

- The key to communication is being a great listener
- “The customer comes first”
 - Our team members come first
- “The customer is always right”
 - Not true but he or she is always the customer
 - Treat them that way

Find the Magic

- Figure out a way to say “Yes” to the guest.
- “A satisfied guest comes back”
 - A satisfied guest is not enough – they want more than that.
 - They want fun, they want flair, they want memorable experiences.
 - Give your guests something they’ll remember and something they’ll come back for.

Find the Magic

- Don't measure guest satisfaction by comment cards or secret shops. Measure by
 - increase sales
 - more guest traffic
 - lower employee turnover
- Four walls marketing
 - best and least expensive marketing is done within the four walls of your business
 - word of mouth

Find the Magic

- Master the basics
 - It is not always about new ideas and the latest fads
 - The basics will never go out of style
- Touching Tables
- Customer Service vs. Hospitality
- Stay engaged

This Magic is You and Your People

- Culture

- every place of business has a culture
- the question is, what type of culture is it?
- one that keeps its people and also grows its business year after year – POSITIVE CULTURE

- Balance

- find balance and be a better leader