



TRAINING

2018

HIGH 5



TRAINING HIGH FIVE,

created in 2013, is a recognition program for particularly- effective training solutions implemented by CHART members. The five winners of the High Five are showcased at the summer CHART conference and become part of an annual compilation of ideas. This collection features solutions that have helped training be delivered more efficiently, allowed trainees to more quickly achieve their learning objectives, and/or improved the overall performance of employees. Please explore this anthology of ideas and perhaps you can copy, transform, and combine these sparks into your own successful solution.

WILL YOU SHARE YOUR SUCCESS?

If you have a training solution that has really worked for you, please consider demonstrating our guiding principles of Learning, Sharing, Growing, and Caring and send it to CHART for the betterment of everyone in the organization. It doesn't matter if it's a simple training game or a complex rollout strategy, as long as it moved the needle in some way back at your company and isn't proprietary, then we would love to hear about it.

SUBMIT YOUR IDEAS for CHART's Training High Five to the CHART Office before June 1. Visit the CHART website for more details and forms. The CHART Board will review ideas for originality, impact, and relevance. The top five ideas submitted each year will be highlighted at the summer conference and then posted on the CHART website for members to see and use. Submit ideas to tara@chart.org. Please try to limit the text to a one-page email, but feel free to add a couple of attachments if it will help better illustrate your idea and its impact (we love pictures!). The High Five winners will be contacted in late June and you can look forward to seeing your ideas in another year-end compilation.

2018 WINNERS

ZOOM Your Way to Learning and Relationships

Submitted by: Jody Huls, Inspire Brands/Arby's Restaurant Group

Who Lost the Guest

Submitted by: Felicia White, Church's Chicken

Hospitality Storybook: "How do we train hospitality?"

Submitted by: Jason Lechner, Granite City Food & Brewery

The Four Cornerstones of Hospitality

Submitted by: Stewart Wolfe, Chipotle

So You're Sending a Team Member to Training...

Submitted by: Jim Quinlan, Westgate Resorts



ZOOM Your Way to Learning and Relationships

*Submitted by: Jody Huls,
Inspire Brands/Arby's Restaurant Group*

ZOOMing into enhanced employee relationships

Objective

ZOOM is a low-cost virtual meeting platform that is helping folks at Arby's develop and learn in the field rather than pulling them away from their daily activities.



Process

Arby's is using ZOOM to help their newly-promoted employees prepare for the Certified Hospitality Trainer (CHT) course. ZOOM provides a learning platform to enhance engagement as well as accountability during virtual meetings. Because team members all live in different parts of the country, this platform allows them to build relationships by placing a name and voice to a face, and allows them to interact in a virtual setting.



Results/Success Stories

As they prepare for the CHT, ZOOM has allowed participants to be more engaged during the meetings. After all, when you're viewing others on the screen, you immediately feel a sense of accountability and stay attentive and less distracted during the meeting! The ROI for Arby's is showing up in new relationships, lower general and administrative expenses, and the creation of a non-distant learning environment versus a conference call setting.



Hospitality Storybook: "How do we train hospitality?"

Submitted by:

Jason Lechner, Granite City Food & Brewery

What a novel idea!

Objective

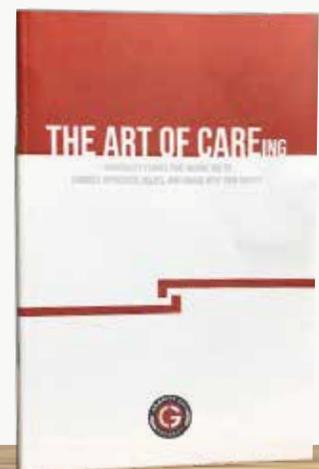
Because hospitality is an emotion more than robotic steps of service, training staff at Granite City brainstormed an outside-the-box idea on how to train hospitality and increase engagement in the field. The result was The Art of CAREing Hospitality storybook – a book similar to Chicken Soup for the Soul series of books...only instead of "corporate" writing it, or an esteemed author, they tasked their teams with writing the book.

How it Works

They sent an email to 25 general managers and company leaders asking them to write an essay or story that was two pages long or less and addressed the question, "What does hospitality mean to you?" or "Can you tell me about your most memorable hospitality experience?" They were given no other direction. The stories that came back were outstanding! Stories that ranged from an experience when the person was 16 years old, to the science behind hospitality and the brain, to how the competition shows hospitality, hospitality in the military, and everywhere in between.

Results/Success Stories

Granite's monthly training packets have definitely generated some buzz around hospitality and their service scores from guests improved. The results have been a better understanding for their managers and staff of what Granite is looking to deliver to their guests in regard to Craft Beer Hospitality – genuine, authentic, and emotional connections with guests. Another benefit has been the higher level of engagement and ownership by those who authored a story.





The Four Cornerstones of Hospitality

Submitted by:
Stewart Wolfe, Chipotle Mexican Grill

Focusing on just Four Cornerstones increased overall guest satisfaction ratings

Objective

Historically, when it comes to speed of service, Chipotle has been known for their speed. Not their service. This training program was designed to teach the standards of hospitable service within the first few days on the job.

How it works:

They launched a platform called "The Four Cornerstones of Hospitality" that taught everyone in their organization how to:

1.

Be & Look
Your Best

2.

Be Guest
Obsessed

3.

Surprise &
Delight

4.

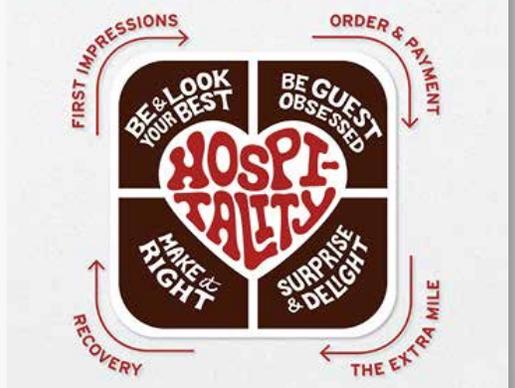
Make it
Right

The comprehensive two-hour training includes 20 standards, 25 live-action and animated videos, a slideshow, and 112-page facilitator's guide that engages crew members with their managers in discussion over first impressions, ordering and payment, going the extra mile, and guest recovery. The training is designed to give the teams structure – to give a consistent experience with flexibility and to adapt to the needs of each guest. Each standard is written from the perspective of the guest to encourage empathy and service.

Results/Success Stories

The pilot restaurant improved overall satisfaction scores from 57% to 91% in one month, with a 20% increase in "friendliness of staff" month over month.

THE HOSPITALITY CORNERSTONES





WESTGATE RESORTS

So You're Sending a Team Member to Training...

Submitted by: Jim Quinlan, Westgate

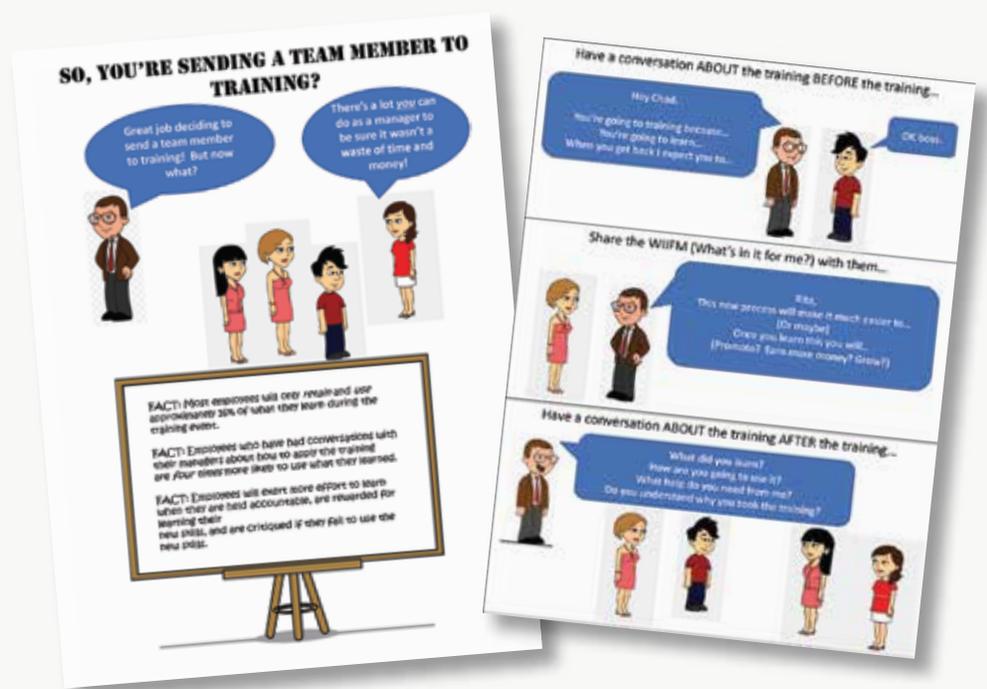
Setting pre- and post- training expectations deliver powerful results

Objective

It is too bad when the “hyped-up” trainee returns back to work only to have many of the lessons they had learned in class (be it online or instructor lead) squashed or not be supported. As a result, over time, there tends to be a need for more training because behavior has not changed. There is often a huge disconnect between learning and development, leaders of operations and the trainee. There is a need to bridge this gap to improve transfer of training.

What did they do?

Teaching leaders how to deal with the after effect of training—which actually begins with a conversation with the team member BEFORE and AFTER training—is the cornerstone of this initiative. So, Westgate designed “So you’re sending a team member to training?” sheets that their teams began delivering to managers who registered their direct reports for training (along with a course description sheet).



Results/Success Stories

The ROI has been how much more engaged the managers are in the training process. A very simple, yet very effective idea!