



BEHIND THE COUNTER: SERVING THE NEEDS OF FRONTLINE RESTAURANT LEADERS



AT-A-GLANCE

- **Initiate and observe discussions with employees to understand day-to-day functionality.**
- **Create employee personas to prioritize what matters most.**
- **Test curriculum and collect feedback to improve based on employee preferences.**

CHALLENGE

A quick serve restaurant's existing leadership and development program excelled at culture building but lagged behind in providing training for the hard skills needed by restaurant leaders on the frontline. For these employees, day-to-day restaurant demands were often a priority over formal, corporate training. It's difficult to ensure that frontline restaurant leaders understand their roles completely. There can be gaps between the corporate expectation and the actual delivery. So, The ExperienceBuilt Group stepped in to identify the acute needs of restaurant leaders and what types of training programs would serve them best with their limited time.

So how do new these training programs impact customer experience?

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SOLUTION

01

Framing the MVP

We asked teams what's needed to develop their restaurant leaders. This helped us understand operations and identify specific training needs.

02

Defining the Audience

We built personas based off interactions during our research process to inform a tailored curriculum.

03

Assessing the Program Prototype

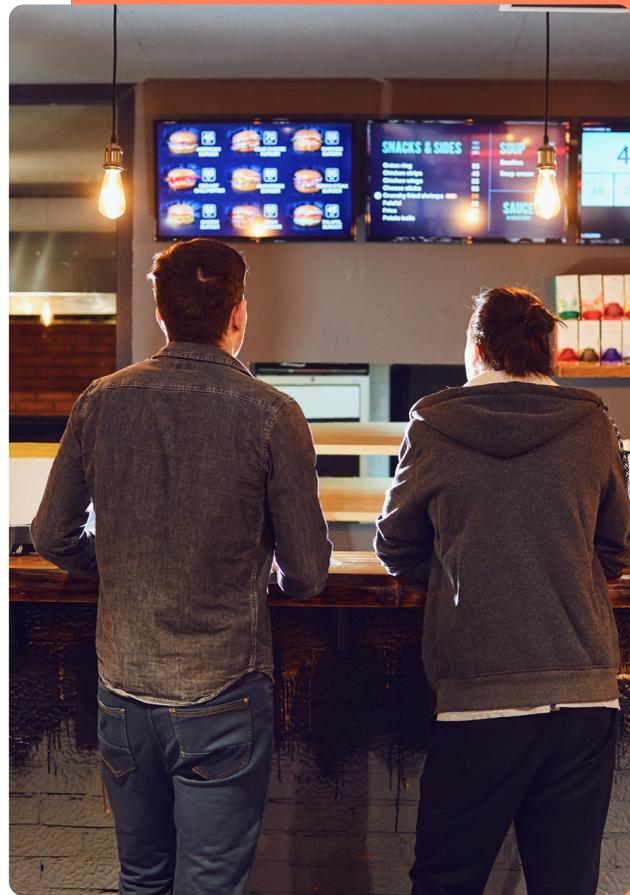
EBG interviewed frontline leaders to understand training needs and preferences. This input shaped a tailored curriculum emphasizing networking, which leaders valued most.

04

Testing L&D Pilot Program

After testing the program, EBG interviewed and surveyed participants and operators to get feedback. This triangulated approach helped identify gaps and make improvements for future versions.

At The ExperienceBuilt Group, we are equipped to access, analyze, and translate experience-driven data into actionable items for your team. Let's work together to make your business better.



IMPACT

The ExperienceBuilt Group added updated topics to the prototype, offering more tactical training and connections. We monitor metrics so the company can expand the curriculum nationally, developing skills, reducing turnover, improving operations, and molding leaders.



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