NSPIRE Brands.



Manager Meetings & LRM

PARTICIPANT'S GUIDE





LEAD Curriculum

This course is a part of the LEAD curriculum. Curriculum includes:

Learn – LEAD modules, training programs

Experience – Experience toolkit

Assess - Next level assessments

Develop – Development review process





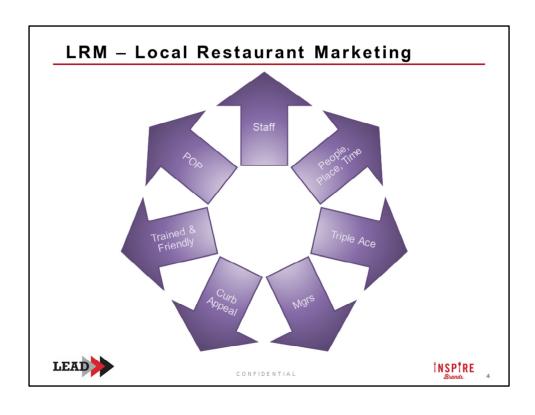
LEAD Development Workshop

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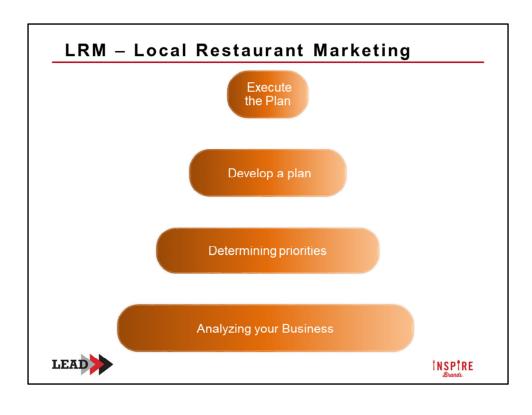
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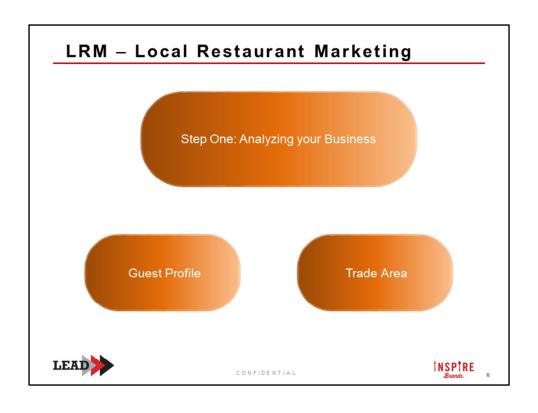
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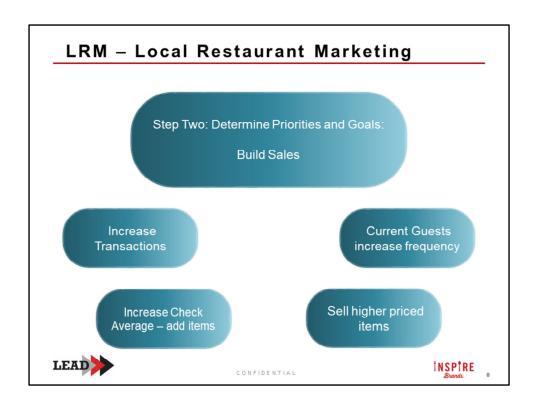
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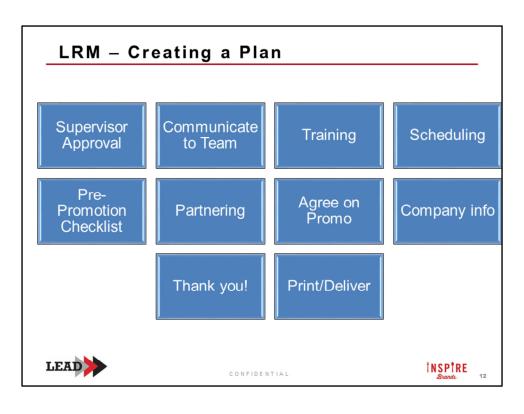
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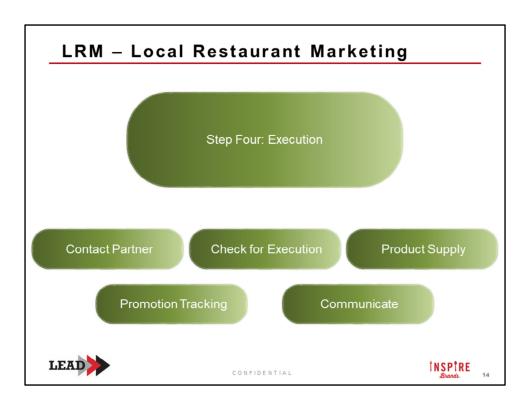
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Manager Meetings

LEAD Development Workshop

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Effective Management Meetings

Leading the Meeting



- Minimize interruptions
- Follow the agenda
- Get everyone involved
- Ask open-ended questions
- Follow-up



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Notes:			



Notes:			

Effective Management Meetings

Schedule the meeting



- · Who will attend?
- · When to schedule?
- Who is in charge?



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Notes:		

Effective Management Meetings

Plan the Agenda

- Identify Topics
- Prioritize Topics
- Identify Type of Topics
- Identify Time Frames
- Get Other People Involved



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Notes:			



Notes:			



Notes:			

Effective Team Meetings

Team Meetings include LTO rollouts, Brand Champ meetings and remodels/new restaurant.



- · Schedule the meeting
- Post a notice for your team
- Two weeks prior meet with managers to review agenda



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Notes:			



Notes:		

POST WORK In charge of Manager Meetings for 1 Quarter Develops and Executes LRM Plan Plan | Pla

Notes:			

APPENDIX



Trade Area Audit

Understanding the Marketplace

The purpose of this document is to help explore your local trade area, from Local Restaurant Marketing opportunities to consumer behavior and competitive environment. By better understanding the area your restaurant is located, the marketing team can help you develop a plan to drive sales and community engagement.

STORE DETAILS Place answers inside each section						
Store #:	Address:	City:	State:	Zip:		
Phone:	Lobby Hours:	DT Hours:	WiFi: Yes or No			
What highway are you located or	n and Exit # (if applicable)?	Does your store have a readerboard?	•			
Is your restaurant located near a	n interstate? And if so, are you on a billboard or on a high	way logo sign?				
Do you <u>currently</u> promote any lo If so, what are your promoting in	cal partnerships where signage remains up in your store for- -store?	or a long period of time (text messaging, su	pporter of organization)? Yes o	or No		
	City/County to have additional exterior signage (pennants additional exterior signage in your area, do you see any of		r signage?			
	TRA	FFIC PATTERNS				
 What day of the week is your least busy? Most busy? Which daypart presents the greatest opportunity? Which daypart is your weakest? Strongest? (See below daypart definitions as a guide) Are you currently doing anything to help drive more traffic during those struggling dayparts? If so, what action are you taking? 				ffic during those struggling		
*Rr	eakfast: 6:00a-9:59a * Lunch: 10:00a-1:59p * Snack:	2:00p-4:59p *Dinner: 5:00p-7:59p *La	te Night: 8:00n-5:59a			
	·	RADE AREA	te Mgnt. 0.00p 3.334			
Describe the	e area your restaurant is located (Family-Suburban, Busine		rist/Destination Location, Heav	vy Retail):		
How are you currently ma	rketing and promoting Arby's in your area? (If Family-Sub	urban, do you partner with area schools, yo	outh groups or churches? Do y	ou set up fundraisers?)		
In your opinion, what is or has worked well with your LRM tactics?						
If you have not done any marketing in your trade area/community, what do you think will work well in driving new and lapsed guests?						
How is Arby's perceived by the community today?						
Are	there any issues that may come up that could potentially	affect your sales? (construction, competition)	e intrusion, major loss of jobs)		



Trade Area Audit

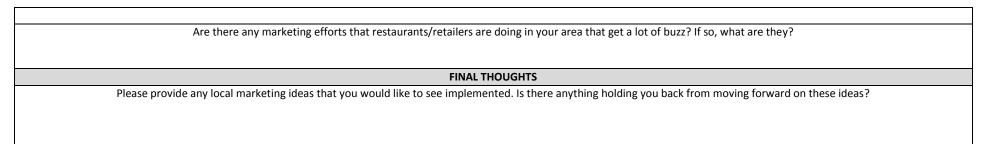
Understanding the Marketplace

LOCAL RESTAURANT MARKETING (LRM)				
Arby's has a variety of tools to help drive guests to your restaurant and get involved in the community. Below are areas of opportunity to explore.				
List the schools within your immediate trade area (up to 5 miles) and estimated number of students:				
Great opportunities to market to would be car dealerships, apartment buildings and big box retailers. List your prime opportunities (up to 3 miles):				
List non-profit organizations within your trade area (boys & girls clubs, boy & girl scouts, recreational youth teams, churches):				
List community events that you could participate (parades, 5K runs, festivals):				
CONSUMER BEHAVIOR				
Who is currently coming to your restaurant? Describe who your average guest is. If it changes from lunch to dinner OR weekday to weekend, please explain.				
Are there consumers that are not coming as frequently as you like? If so, are there areas of opportunity here to reach that group?				
What events take place that draw excitement within your community? (Rodeo, Monster Truck, Parades, etc.)				
What are the local publications/newspapers that get read in your community?				
COMPETITIVE				
What competitors are within your trade area (within a 2-mile radius)?				
Who may be affecting you the most and why?				
For those that are affecting your business, are they doing any local marketing? If so, what?				



Trade Area Audit

Understanding the Marketplace



Thank you for your feedback.



Manager Meeting Agenda

Date://_	Facilitator:
Time:	Note Taker:
Inspiring People	
Recognition TMTP Staffing Development SMTP Marginal Performers	
Inspiring Perfor	mance
AOR Action Plan Brand Purpose Accuracy We Make it Right SWS: Cars > 7 min Mystery Shops EcoSure / HDI Systems Review	
Inspiring Profit	
Sales Food cost Labor cost Controllables	
Activation Kit	
Meat of the Business LTO Training Tracking Operations Guide	
Commitment	Between today & our next meeting, the two items we're committed to are
#1	
#2	
Signatures	



Manager Meeting Agenda

Date://_	Facilitator:
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Manager Meetings & Local Restaurant Marketing (LRM)

<u>PERFORMANCE OBJECTIVE:</u> Conducts informative, effective and motivational meeting	gs				
PLANS A THOROUGH MEETING Prepare agenda in advance		FOLLOWS AGENDA/ COVERS NECESSARY TOPICS People			
Select an appropriate time- all management out of service area		Hiring (staffing needs, recruiting, new hires, terminations)			
Plans time on schedule		• TMTP			
Meets every week		•	Development (present a topic for		
USE APPROPRIATE MEETING CONDUCT Starts on time Paced well Clear communication Energetic and motivational, engenders excitement Encourages involvement Ends on time		Development (present a topic for personal or technical growth) Food Cost; goals, troubleshooting Labor Cost; goals, troubleshooting Marketing; new products, promotions Controllables; goals, troubleshooting Friendliness; Brand Purpose/AOR results Other (goals, safety, new info, awards)			
ASSIGNMENT: Responsible for planning and delivering Manager Meeting	ngs for one	quarter.			
POSITION PERFORMANCE CHECKLIST					
Standards Prepared for meeting	GM	AS	Comments/Improvements Needed		
Writes and uses an effective agenda					
Effective public speaking skills					
Meetings contain all the necessary components					
PERFORMANCE OBJECTIVE:		INVO	DLVED IN COMMUNITY		
Successfully implements LRM programs which improve			Awareness of community activities		
sales through exposure and goodwill			LRM events reflect community activities		
			Build relationships		
EFFECTIVELY PLAN APPROPRIATE LRM ACTIVITIES	S	EVIC	TING LRM ACTIVITIES		
Accurately describes LRM		EXIS	What LRM does restaurant currently participate in?		
How does LRM affect business?			How is LRM executed?		
Possible existing LRM projects at the restaurant			Who follows-up on LRM?		
Team sponsorship School sponsorship			Who follows up on Erwi.		
Day Part program		FVF	NTS MEET LRM OBJECTIVES		
Kid contests, special days			Increase check average		
Guest Appreciation Day/Week			Increase visit frequency		
Others			Increase customer base		
Measurable results tied to plan					
Minimize free food					
Return On the Investment (ROI)					
Restaurant prepared for activity					
ASSIGNMENT: Responsible for developing and executing one LRM pro	•	IANCE (PUECKI IST		
POSITION PERFORMANCE CHECKLIST					
Standards	Trainee	Traine	r Comments/Improvements Needed		
Develops effective LRM project (ROI)					
Effectively executes LRM project					
Trainee Signature:			Date:		

Date: ____

Trainer Signature: