



Evergreen Leadership Masterclass

Change Marketing™
at work



The Challenge

How do you inspire franchisees to see the importance of leadership and adopt SERVE, an optional leadership framework?



Our Audience

Over 1,800 Restaurant Operators and their leadership teams



Key Insight

The strength of the franchise model is that Restaurant Operators can pave their own path, but this often results in isolation and reinvention of the wheel.



Our Story

Operators and Restaurant Leaders enjoy learning from each other. They are the experts who know exactly what good looks like.



Creative Craft

Meet Operators and Restaurant Leaders with a modular content series, like Masterclass, that simplifies the SERVE framework through personal stories and highlights the deep history and diversity of leadership within the business.





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SERVE



Sydnea Rutland
Operator, Copperfield FSR

V 
Value Results
& Relationships

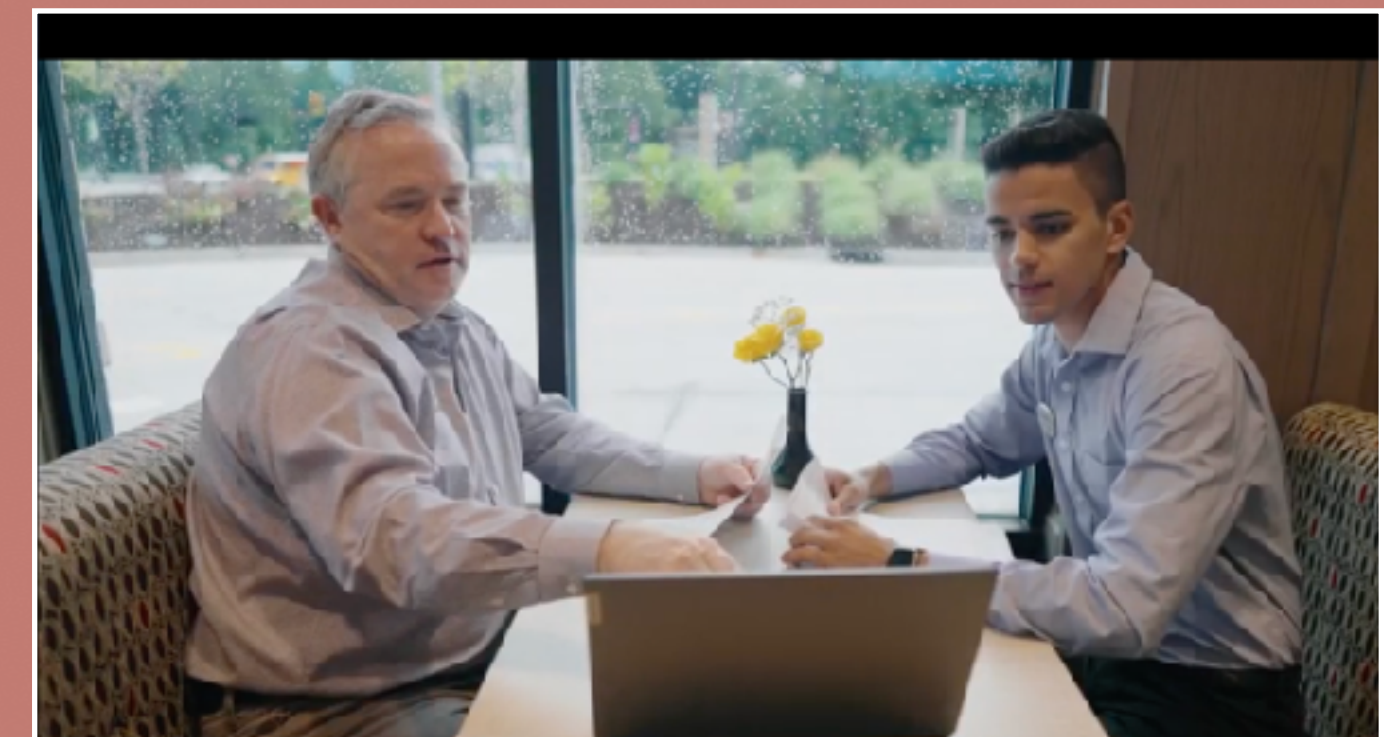
Balance the pursuit of measurable goals with
the cultivation of meaningful connections.



Libby Wanamaker
Talent Experience

S 
See The
Future

Envision and communicate
a compelling picture
of a preferred future.



Film Series

A multi-episode masterclass in leadership from Chick-fil-A's best, curated for Staff and Restaurant audiences and presented via roadshow, intranet, and internal learning platforms.