



**NACE**  
**EXPERIENCE**  
July 16-19, 2017 | Houston, TX  
WHERE CULINARY ARTS & EVENTS DESIGN MEET

**Culture Kitchen:  
Recipes for Building a Great Brand**

Mike Ganino  
www.MikeGanino.com  
@mikeganino



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**Agenda**

In today's session, we will discuss:

- Company Culture
- Leadership



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**Learning Objectives**

During this session, attendees will learn to:

- Understand the importance of culture
- Create better vision of success
- Organize better teams



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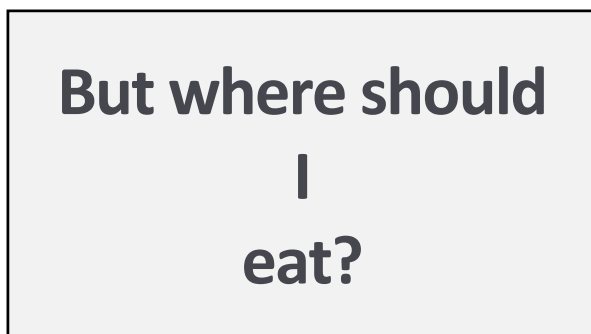
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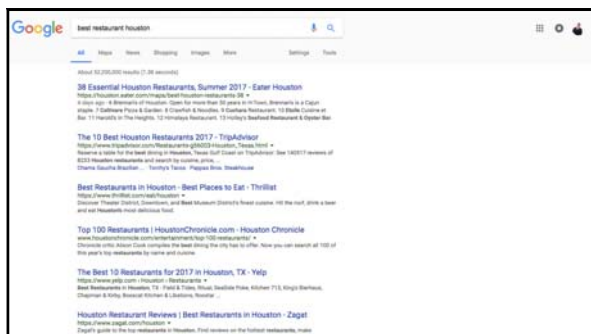
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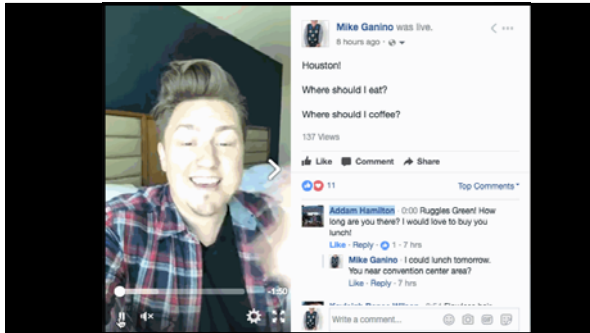
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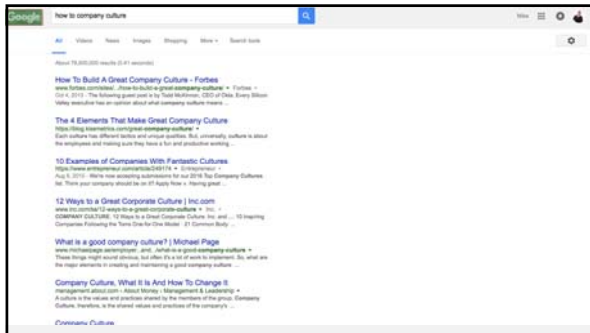
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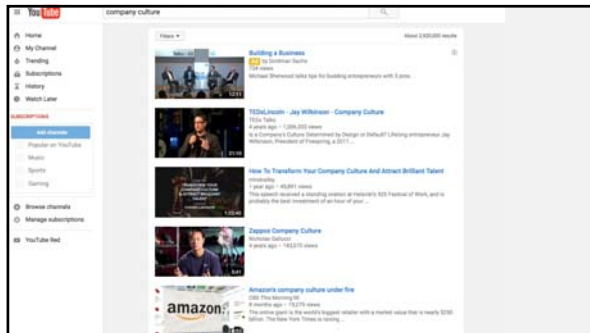
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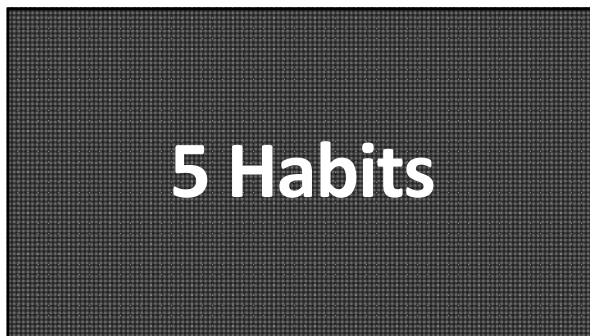
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## 9 Hacks

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## 11 Essentials

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## 13 Top Tips

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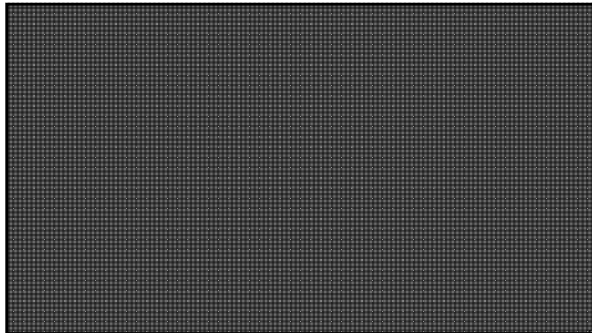
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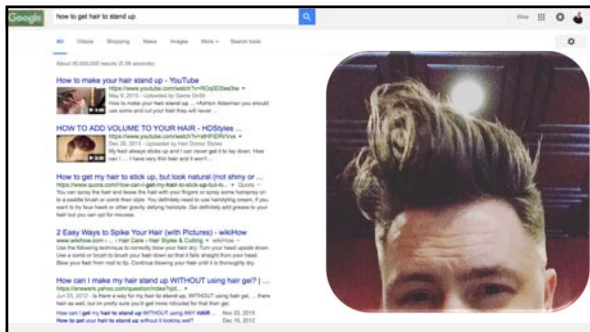
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**If we do  
what they do,  
we have what they  
have**

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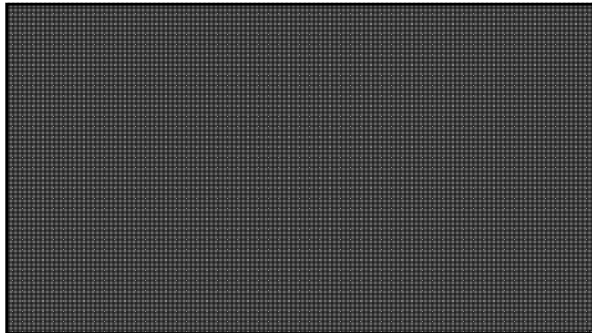
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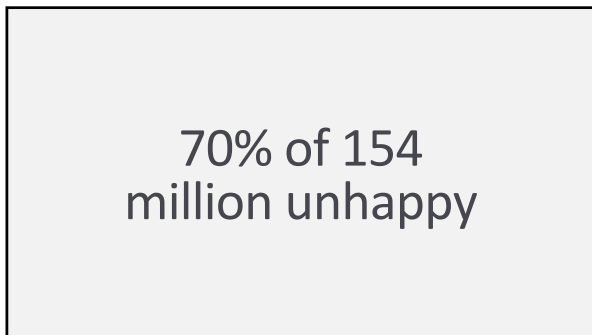
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\$300 billion

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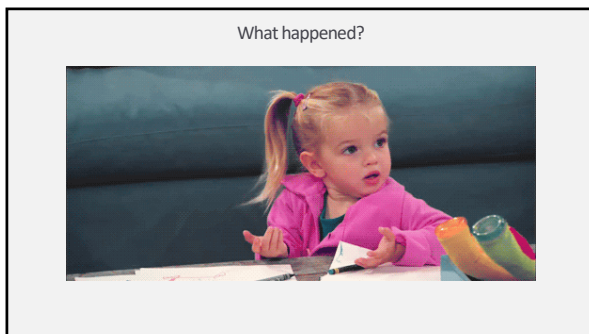
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**What happens when people are unhappy and disengaged?**

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**Customer Service**

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**No More Initiative**

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**Turnover Goes Up**

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**Top Line  
Revenue Loss**

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**Bottom Line Revenue  
Loss**

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**Really hard to  
give that  
Southern  
Hospitality**

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# Brand Weakened

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# Long-term Success

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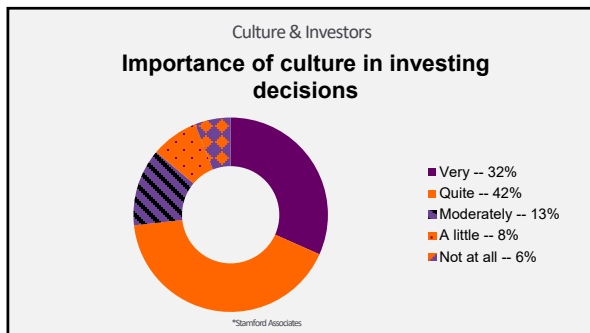
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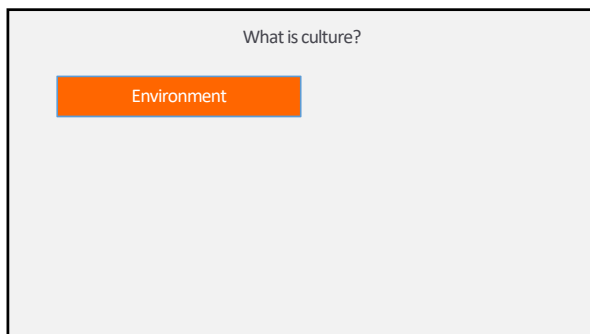
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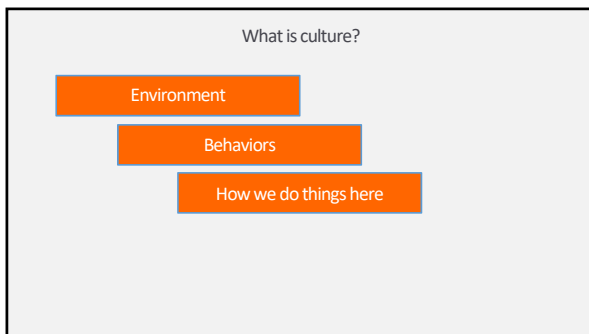
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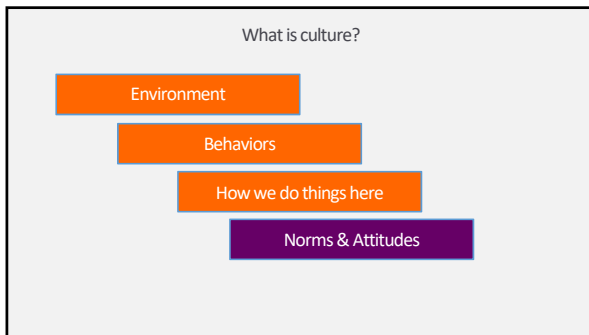
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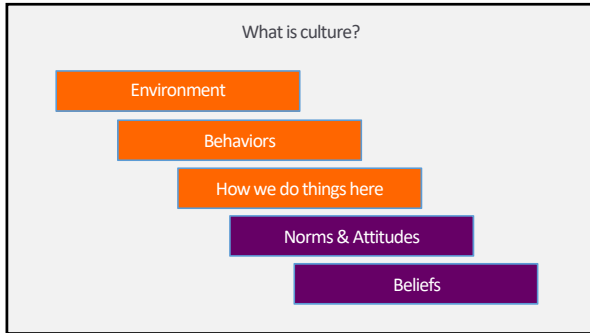
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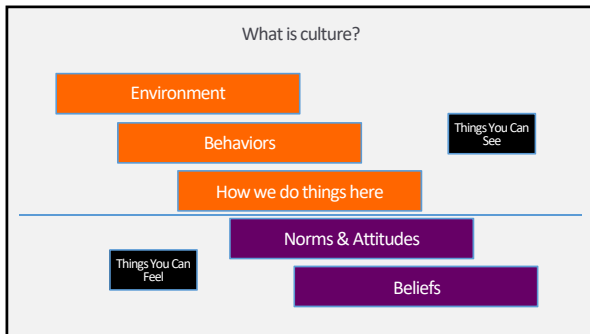
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What is the biggest result you'd like to improve in your business in 2017?

Text TALKto 444-999 @mikeganino

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**Put in Place**

- ✓ How to manage yourself
- ✓ How to serve the team

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**It's not about being the star**

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**Service leadership  
is about serving the team**

Text TALKto 444-999 @mikeganino

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**Recipe for Service Leadership**

1. Provide vision so that we inspire and give direction

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**Recipe for Service Leadership**

2. Give great service to the team

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**Recipe for Service Leadership**

3. Manage to the values

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**Recipe for Service Leadership**

4. Be a really good coach

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**Recipe for Service Leadership**

5. Help others succeed on their terms

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Recipe for Service Leadership

6. Create appreciation around you

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### Recipe for Service Leadership

1. Provide vision so that we inspire and give direction
2. Gives great service to the team
3. Manage to the values
4. Be a really good coach
5. Help others succeed on their terms
6. Create appreciation around you

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### #leadershipSELFIE

How can you serve the team more?

Why is that important right now?

Text TALKto 444-999

@mikeganino

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### Set the table

Text TALKto 444-999

@mikeganino

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**Recipe for Setting the Table**

1. A goal (Vision)
2. The etiquette (Some Rules)
3. Some feedback (Scoreboard)
4. A few plays (Recipes)

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**A Better Kind of Vision**

Text TALK to 444-999

@mikeganino

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Start writing  
 Hop in a time machine  
 Describe what you see

@mikeganino

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Use enough detail that you will know when you make it  
 Keep writing until it is pretty clear  
 Add what matters, leave out what doesn't

@mikeganino

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Get feedback  
 Make edits  
 Share it broadly

@mikeganino

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Vision Checklist

- Specific & achievable
- Inspiring (to you and the team)
- Easy to see yourself and others in it
- Every level of employee is inspired
- Is explicit about the values that matter
- Is written down

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**Values Matter**

- Values make decisions
- Values allow for autonomy
- Values create the experience
- Values are always at play

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**Values finish the sentence:**

**What if we ...**

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**Keeping score**

Text TALKto 444-999 @mikeganino

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**The Scoreboard**

- Frequent sharing
- Clear understanding of metrics and goals
- Clear understanding of contribution to those
- Used for decision making
- Measure what matters

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**What does your table look like now?**

**How would you like it to be different?**

Text TALKto 444-999 @mikeganino

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**The way you hire**

Text TALKto 444-999 @mikeganino

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**Three things**

1. Share the vision
2. Hire on values
3. Ask "how will things be better because this person joined the team?"

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**The way you train**

Text TALKto 444-999 @mikeganino

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### Training on Training

1. 4 key questions
  - a) What must be accomplished?
  - b) By when?
  - c) How is performance measured?
  - d) Rewards and consequences
2. Create a "what if" statement with the new hire for six months out

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### The way you coach

Text TALKto 444-999

@mikeganino

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The Coaching Table

Kindly Debilitating	Kindly Honest
Completely Unaware	Brutally Honest

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### A Recipe for Better Feedback

1. Each person every day
2. Ask them:
  - What they liked best about the day...
  - What would help them be even more effective...
3. Then share your notes on the same – with one focus

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### Operationalizing Feedback

- Set a clear vision for yourself and leadership team
- Add it to your calendar with reminders
- Use a digital checklist
- Add to your operations checklists
- Include in your pre-shift meeting agendas

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**Culture Kitchen: Master Recipes**

- Mise En Place
- Set the Table
- Gather 'round the table

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What "recipe" do you plan to work on when you return?

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**Get Intentional &  
Make it Stick**

Text TALKto444-999

@mikeganino

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Text someone *\*right now\** and say  
“Remind me to tell you about...”  
and then insert the recipe you are  
committed to working on.

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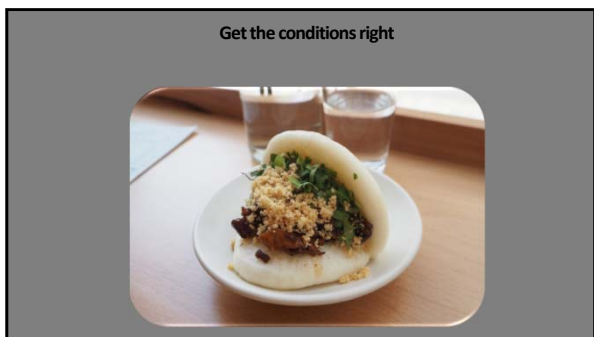
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Get the conditions right



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Get the conditions right



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Get the conditions right



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**You rock. Stay in touch.**



Text TALK to 444 – 999 for FREE culture boosting ideas

@mikeganino

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**Summary:**

During this session, attendees learned to:

- Understand the importance of culture
- Create better vision of success
- Organize better teams



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Continue the conversation!

Follow @NACENational, use hashtag #NACEEXP17



For more resources on this topic, visit [www.nace.net](http://www.nace.net)



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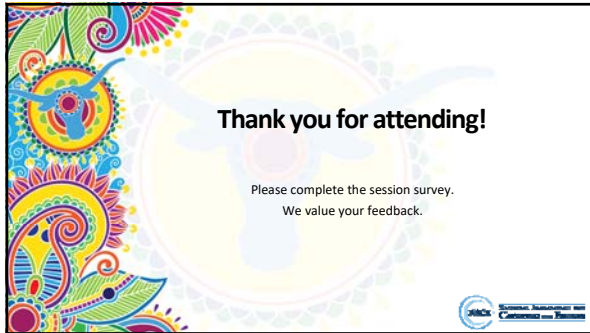
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