WELCOME!

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**Certified Trainer**

**Certified Trainer Role Description**

The Mission of a Certified Trainer:  
*"To serve the Chick-fil-A brand by equipping Team Members with the resources and skills to execute Operational Excellence and to bring the Chick-fil-A culture to every Restaurant through Team Member training and coaching."*

Certified Trainer Profile:

**KNOWLEDGE**  
Proficient in Chick-fil-A brand standards and procedural knowledge

* + **Foundation**: Demonstrates a working knowledge of Chick-fil-A processes and procedures
  + **Work Product**: Executes in accordance with Chick-fil-A operating standards
  + **Resources**: Incorporates resources into all training experiences
  + **Growth Mindset**: Shows an eagerness and ability to learn quickly

**TRAINING SKILL**   
Proficient ability to utilize training resources and skills

* + **Communication**: Communicates clearly and efficiently
  + **Accountability**: Consistently welcomes and provides accurate and timely feedback
  + **Strategic**: Utilizes effective questioning and training tools to facilitate learning
  + **Emotional Intelligence**: Adjusts training approach to accommodate learning needs

**SPEED & ACCURACY**  
Proficient capacity to execute Chick-fil-A procedures with speed and accuracy

* + **High Standards**: Strives for personal excellence and exhibits organization
  + **Flexibility**: Adjusts quickly to changes and remains calm under pressure
  + **Efficiency**: Demonstrates effective time management skills
  + **Proactivity**: Assesses needs and responds in a timely manner

**LEADERSHIP**  
Expert ability to demonstrate leadership capacity

* + **Integrity**: Upholds ethical and Chick-fil-A standards
  + **Ownership**: Takes responsibility for the outcomes of decisions
  + **Professionalism**: Exhibits maturity in communication and behavior
  + **Coach**: Influences other trainees to achieve greater performance and outcomes

**ATTITUDE**  
Expert ability to demonstrate a genuine and positive attitude

* + **Enthusiasm**: Exhibits a passion for training and excitement for Chick-fil-A
  + **Teamwork**: Enjoys collaboration and is willing to serve in any capacity
  + **Respect**: Displays confident humility in interaction with authority, peers, and trainees
  + **Optimism**: Demonstrates patience with trainees and a commitment to their success

**Training CEM Scores for 2021**

CEM OVERALL SATISFACTION-

* Goal: 76% 2019: 75%
* Beginning of 2020: 76% (Nov-Jan. CEM)
* Current: 76%
* Above or below goal? Right on!
* New goal for 2021: 77%

ATTENTIVE AND COURTEOUS EMPLOYEES-

* Goal: 79% 2019: 79%
* Beginning of 2020: 78% (Nov-Jan. CEM)
* Current: 82%
* Above or below goal? Above!
* New goal for 2021: 81%

EASE OF PLACING ORDER-

* Goal: 80% 2019: 79%
* Beginning of 2020: 79% (Nov-Jan. CEM)
* Current: 81%
* Above or below goal? Above!
* New goal for 2021: 81%

SEE IT. SET IT. SHARE IT!

What do we get graded on? These are the survey questions that affect our CEM Scores…

Chick-Fil-A Survey Questions

* Please rate your overall satisfaction with your most recent visit to this Chick-fil-A®.
* The taste of your food.
* The portion size of your food.
* The actions this Chick-fil-A took to protect the health and safety of its employees. If you did not notice, select N/A.
* Providing fast service.
* The actions this Chick-fil-A took to protect the health and safety of customers. If you did not notice, select N/A.
* Having attentive and courteous employees.
* The ease of placing your order.
* The exterior cleanliness of the Chick-fil-A® you visited.
* The ease of receiving your order.
* The temperature of your food.
* The overall value for the experience.
* Did you experience a problem during your visit?
* Was your order fulfilled accurately?
* I believe this Chick-fil-A cares about me as a customer.

CEM…HOW DOES IT ALL COME TOGETHER?

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CEM OVERALL SATISFACTION: A COMBINATION OF ALL THE CATEGORIES AVERAGED TOGETHER

TASTE OF FOOD: QUALITY, ARE WE MAKING SURE THAT OUR FOOD IS FRESH? (MAKE SURE WE DON’T HAVE A LOT OF FOOD DURING SLOW TIMES)

FAST SERVICE: ARE WE GOING FAST? REMEMBER, ITS ALL ABOUT PERCEPTION! CLOSE YOUR GAPS AT ALL TIMES, PULL UP CARS ALL THE WAY WHEN RUNNING OUT FOOD

ATTENTIVE AND COURTEOUS: IS THE TEAM MEMBER FRIENDLY/APPROACHABLE?

EASE OF PLACING ORDER: HOW GOOD IS THE TEAM MEMBERS KNOWLEDGE WHEN TAKING ORDERS?