

Moseley Restaurant Corp.

Certified Trainer Program

Welcome to the Certified Trainer Program! This is your opportunity to make an impact on our business and the lives of your fellow team members. This is where you will find the basic tools to understanding your role and responsibilities.

The level of excellence our store operates at directly correlates with our trainers. As a trainer, it is your job to help ensure that our team members are fully trained on the procedures of our store and that they are continually being trained on how to properly perform each task. Remember, your job is to help correct our team members and make sure that they are performing at an excellent level while still treating everyone with honor, dignity, and respect.

Our Vision: To create a safe, positive, and caring environment that feels like home.

Our leadership teams are committed to creating a “safe, positive, and caring” environment that our team and guests can call home. With a combination of hands on training and personal and professional development, we are committed to preparing our team members for their Chick-fil-A journey and beyond.

Our Mission

To be the best business in our community by shining our LIGHT ✨

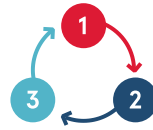
Our Core Values

be FAST
be FRIENDLY
keep it FRESH
have FUN

Chick-fil-A’s Shared Vision

To Be The World’s Most Caring Company

By Winning Hearts Every Day



3-Step Training Method



Demonstration

Learner sees demonstration of the correct way to do a task from a trainer or Pathway. Utilizing procedures, the trainer explains details and gives the “why” behind the steps.



Imitation

Learner imitates the correct way to perform a task using training materials, while the trainer carefully observes and coaches. Coaching includes specific feedback as to what the learner is doing correctly or incorrectly. Coaching is clear, concise, specific, and immediate.



Repetition

After imitating precisely, the learner then practices repeatedly. Additional coaching from the trainer may be necessary while the learner is developing the skill. Repeating the task correctly ensures long-term mastery.

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

Accessing Pathways and Utilizing Resources

Being a certified trainer means being expected to be an expert in your area. This means you know the answer to virtually every question, and if you don't, you know where and how you can find it- Pathway. We work at Chick-fil-A so what we do is not about what we like or what we want, the rule is "Pathways says...". That is what we teach and that is what we enforce. Pathway is the standars for how our business should run, look, and be. If you are ever unsure about how to do something, we find the answer on pathway.

With a leader, access pathways and locate the procedures for the following tasks:

Making Sweet Tea

Making Lemonade

Making Diet Lemonade

Fullfilling Mobile Beverage Orders

Training Exercise

For the following exercise, you will perform the three step training method for the following tasks. This may be done with a leader or fellow certified trainer.

Making Swet Tea:

What are the procedures:

Why are they important:

Can you efficiently train this procedure:

Making Lemonade: Diet and Regular

What are the procedures:

Why are they important:

Can you efficiently train this procedure:

Fullfilling mobile beverage orders:

What are the procedures:

Why are they important:

Can you efficiently train this procedure:

Get with a leader and learn where to locate these scores and fill in the current scores below.

CEM OVERALL SATISFACTION-

- Goal: 70%
- Current:
- Above or below goal?

ATTENTIVE AND COURTEOUS EMPLOYEES-

- Goal: 74%
- Current:
- Above or below goal?

EASE OF PLACING ORDER-

- Goal: 75%
- Current:
- Above or below goal?

You can locate your goals on moseleyrestaurantcorp.com under Moseley Restaurant Corp/ Ridge Road

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?

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?



Customer Satisfaction Report

Reporting Period: June, 2023
 Operator Team: DFW Dallas East
 Operator Name: Tim Moseley

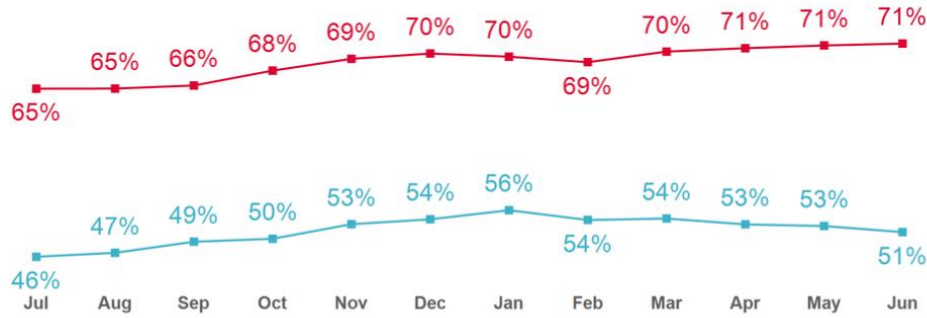
Restaurant: 01242 - Ridge Road FSU
 Operations Lead: Coussens, Patrick (Patrick)
 Region Name: Southwest Region



Outcome Trends

Rolling 3 Month Trends

Overall Satisfaction



This CFA Cares About Me



YTD



Winning Hearts Every Day Results

Focus Areas	Metrics	Benchmarks			
		vs previous 90 days	vs Region		
Clean & Safe Env. 	Cleanliness Combined	70%	n=604	1 ppts	-3 ppts
	Cust. Health + Safety	73%	n=368	1 ppts	-1 ppts
Great Food 	Taste	73%	n=603	1 ppts	-2 ppts
	Temperature	71%	n=605	1 ppts	-1 ppts
	Portion Size	62%	n=605	0 ppts	-4 ppts
Fast & Accurate Service 	Fast Service	64%	n=605	0 ppts	-7 ppts
	Ease of Placing	73%	n=605	-3 ppts	-4 ppts
	Ease of Receiving	70%	n=605	-2 ppts	-5 ppts
	Order Accuracy	95%	n=605	0 ppts	0 ppts
Genuine Hospitality 	ACE	69%	n=605	0 ppts	-6 ppts
	Guest Recovery Experienced a Problem 8% n=605	Satisfaction with Problem Resolution ** n=23			



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Reporting Period: June, 2023
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Your Biggest Areas of Opportunity

#1 - Ease of Receiving Order

#2 - Fast Service

"X-Ray" Results: Order Type

	Traditional			Mobile				
	Dine In n=67	Drive Thru n=244	Carry Out n=35	Dine In n=1	Drive Thru n=180	Carry Out n=78	Curbside n=0	CFA Delivery n=0
OSAT	76%	68%	69%	**	76%	71%	**	**
Cares About Me	61%	53%	43%	**	48%	49%	**	**
Overall Value	66%	60%	46%	**	63%	62%	**	**
Return	79%	71%	71%	**	80%	76%	**	**
Recommend	67%	66%	57%	**	73%	74%	**	**
Order Accuracy	97%	92%	100%	**	94%	97%	**	**
Taste	78%	67%	63%	**	78%	77%	**	**
Fast Service	79%	61%	57%	**	63%	65%	**	**
ACE	75%	65%	69%	**	69%	73%	**	**
Ease of Receiving	79%	67%	60%	**	73%	67%	**	**
Ease of Placing	72%	69%	69%	**	81%	72%	**	**
Portion Size	66%	59%	51%	**	66%	65%	**	**
Cleanliness	73%	**	63%	**	**	71%	**	**
Cust. Health + Safety (active)	78%	68%	**	**	78%	69%	**	**
Temperature	75%	69%	66%	**	69%	79%	**	**



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Your Biggest Areas of Opportunity

- #1 - Ease of Receiving Order
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"X-Ray" Results: Day Parts

	Time of Day				Day of Week					
	Before 10:30am n=133	10:30am 2pm n=175	2pm 5pm n=111	5pm or later n=186	Mon n=113	Tues n=102	Wed n=95	Thurs n=94	Fri n=110	Sat n=91
OSAT	74%	74%	71%	67%	73%	75%	71%	79%	66%	65%
Cares About Me	52%	48%	58%	51%	56%	59%	49%	56%	43%	45%
Overall Value	63%	60%	65%	60%	68%	63%	63%	64%	55%	56%
Return	80%	76%	74%	73%	81%	78%	68%	84%	70%	70%
Recommend	69%	69%	68%	68%	72%	75%	66%	79%	60%	60%
Order Accuracy	95%	95%	93%	95%	95%	95%	93%	96%	94%	96%
Taste	70%	74%	73%	73%	73%	78%	76%	74%	69%	64%
Fast Service	65%	67%	63%	62%	70%	68%	62%	67%	58%	59%
ACE	72%	69%	67%	67%	68%	75%	68%	71%	64%	66%
Ease of Receiving	69%	73%	69%	67%	73%	74%	69%	71%	64%	66%
Ease of Placing	77%	73%	73%	71%	74%	82%	68%	80%	68%	66%
Portion Size	62%	65%	60%	61%	67%	67%	64%	63%	58%	52%
Cleanliness Combined	71%	70%	73%	66%	72%	75%	68%	73%	64%	65%
Cust. Health + Safety (active)	73%	69%	76%	73%	72%	80%	76%	76%	62%	70%
Temperature	70%	75%	73%	67%	74%	75%	68%	78%	62%	68%