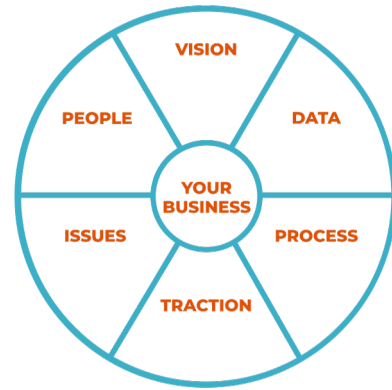


THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Chick-fil-A Zephyrhills

VISION

<p>CORE VALUES</p>	<ol style="list-style-type: none"> 1. Servant Spirit 2. Hustle 3. Ownership 4. Optimism 	<p>3-YEAR PICTURE</p>
<p>CORE FOCUS</p>	<p>Purpose/Cause/Passion: To glorify God by being faithful stewards of all that is entrusted to us and to have a positive influence on all who come in contact with Chick-fil-A.</p> <p>Our Vision: To be East Pasco’s Most Caring Company</p>	<p>Future Date: 12.31.28</p> <p>Revenue: \$15 Million</p> <p>Profit: 12%</p> <p>What does it look like?</p> <ul style="list-style-type: none"> • 80% Team Member engagement in the survey • Guardian of the brand 3 years in a row • #1 in Operator team for DT composite • #1 in OSAT in the Tampa Market • Market/Community Involvement -MAP Board, Chamber of Commerce • 25 shift leads, 15 Directors/Coordinators • 150 total team members • 1 Operator selected
<p>10-YEAR TARGET</p>	<p><u>Multi-site enterprise, 5 Operators/Corporate Staff selected,</u> <u>\$30 Million in revenue, three “concepts”, 150 scholarship recipients</u></p>	
<p>MARKETING STRATEGY</p>	<p>Target Market: Senior Escape, The Elders, Down the Road</p> <p>Three Uniques™:</p> <ol style="list-style-type: none"> 1. Military/Law Enforcement 2. Education/Student Athletics 3. Relieving Hunger 	



THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Chick-fil-A Zephyrhills

TRACTION

6-MONTH PLAN	ROCKS	ISSUES AND IDEAS LIST																																
<p>Future date: 6.30.26 Revenue: \$4.5 Mil Profit: 13%</p> <p>Goals for the next six months:</p> <table border="1"> <thead> <tr> <th></th> <th>Who:</th> </tr> </thead> <tbody> <tr> <td>1. Guardian of the Brand</td> <td>M</td> </tr> <tr> <td>2. Top 20% in all CEM's</td> <td>LT</td> </tr> <tr> <td>3. 28 Shift Leaders</td> <td>M&B</td> </tr> <tr> <td>4. 100 Team Members</td> <td>LT</td> </tr> <tr> <td>5. 75% Participation on TMES</td> <td>LT</td> </tr> <tr> <td>6. 60% Overall Engagement on TMES</td> <td>LT</td> </tr> <tr> <td>7. 4 All-Team Gatherings</td> <td>DT</td> </tr> </tbody> </table>		Who:	1. Guardian of the Brand	M	2. Top 20% in all CEM's	LT	3. 28 Shift Leaders	M&B	4. 100 Team Members	LT	5. 75% Participation on TMES	LT	6. 60% Overall Engagement on TMES	LT	7. 4 All-Team Gatherings	DT	<p>Future date: 3.31.26 Revenue: \$2.3 Mil Profit: 13%</p> <p>Rocks for the Quarter:</p> <table border="1"> <thead> <tr> <th></th> <th>Who:</th> </tr> </thead> <tbody> <tr> <td>1. Develop a Food Safety Coordinator</td> <td>M</td> </tr> <tr> <td>2. Develop a Experience and DT Coordinator</td> <td>B</td> </tr> <tr> <td>3. Promote 1 BOH and 1 FOH Shift Leader</td> <td>M&B</td> </tr> <tr> <td>4. 85% of Team are A Players</td> <td>LT</td> </tr> <tr> <td>5. T-Shirt Incentive for Reaching Goal</td> <td>S</td> </tr> <tr> <td>6. 85% Shift Leader Engagement</td> <td>LT</td> </tr> <tr> <td>7. 75% Participation on Gatherings</td> <td>LT</td> </tr> </tbody> </table>		Who:	1. Develop a Food Safety Coordinator	M	2. Develop a Experience and DT Coordinator	B	3. Promote 1 BOH and 1 FOH Shift Leader	M&B	4. 85% of Team are A Players	LT	5. T-Shirt Incentive for Reaching Goal	S	6. 85% Shift Leader Engagement	LT	7. 75% Participation on Gatherings	LT	<ol style="list-style-type: none"> 30 Full-Time Team Members for DC Read Leaders Eat Last as a Director team for Q1 Order second Mile Cards or Pins Implement New Raise Criteria <p>Prioritize:</p> <ul style="list-style-type: none"> Identify Discuss Solve
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