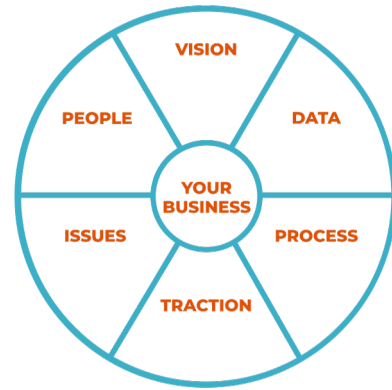


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Chick-fil-A Zephyrhills

## VISION

|                                  |  |  |
|----------------------------------|--|--|
| <p><b>CORE VALUES</b></p>        | <ol style="list-style-type: none"> <li>1. Servant Spirit</li> <li>2. Hustle</li> <li>3. Ownership</li> <li>4. Optimism</li> </ol>  | <p><b>3-YEAR PICTURE</b></p>   |
| <p><b>CORE FOCUS</b></p>         | <p><b>Purpose/Cause/Passion:</b><br/>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><b>Our Vision:</b><br/>To be East Pasco's Most Caring Company</p> | <p><b>Future Date:</b> 12.31.29</p> <p><b>Revenue:</b> \$15 Million</p> <p><b>Profit:</b> 12%</p> <p><b>What does it look like?</b></p> <ul style="list-style-type: none"> <li>• 80% Team Member engagement in the survey</li> <li>• Guardian of the brand 3 years in a row</li> <li>• #1 in Operator team for DT composite</li> <li>• #1 in OSAT in the Tampa Market</li> <li>• Market/Community Involvement -MAP Board, Chamber of Commerce</li> <li>• 25 shift leads, 15 Directors/Coordinators</li> <li>• 150 total team members</li> <li>• 1 Operator selected</li> </ul> |
| <p><b>10-YEAR TARGET</b></p>     | <p><u>Multi-site enterprise, 5 Operators/Corporate Staff selected,</u><br/><u>\$30 Million in revenue, three "concepts", 150 scholarship recipients</u></p>  |  |
| <p><b>MARKETING STRATEGY</b></p> | <p><b>Target Market:</b><br/>Senior Escape, The Elders, Down the Road</p> <p><b>Three Uniques™:</b></p> <ol style="list-style-type: none"> <li>1. Military/Law Enforcement</li> <li>2. Education/Student Athletics</li> <li>3. Relieving Hunger</li> </ol>           |  |

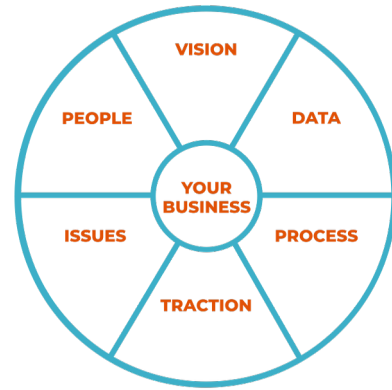


# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Chick-fil-A Zephyrhills

## TRACTION

| 6-MONTH PLAN   | ROCKS | ISSUES AND IDEAS LIST |                          |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |   |  |      |                                      |   |  |   |   |     |                              |    |  |   |                                |    |                                    |    |  |
|--|-------|-----------------------|--------------------------|---|-------------------------|----|---------------------|-----|---------------------|----|------------------------------|----|-----------------------------------|----|--------------------------|----|---|--|------|--------------------------------------|---|--|---|---|-----|------------------------------|----|--|---|--------------------------------|----|------------------------------------|----|--|
| <p><b>Future date:</b> 6.30.26<br/> <b>Revenue:</b> \$4.5 Mil<br/> <b>Profit:</b> 13%</p> <p><b>Goals for the next six months:</b></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&amp;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><b>Future date:</b> 3.31.26<br/> <b>Revenue:</b> \$2.3 Mil<br/> <b>Profit:</b> 13%</p> <p><b>Rocks for the Quarter:</b></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&amp;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"> <li>30 Full-Time Team Members for DC</li> <li>Read Leaders Eat Last as a Director team for Q1<br/>Order second Mile Cards or Pins</li> <li></li> <li>Implement New Raise Criteria</li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> </ol> <p><b>Prioritize:</b></p> <ul style="list-style-type: none"> <li>Identify</li> <li>Discuss</li> <li>Solve</li> </ul> |
|  | 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    |                       |                          |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |   |  |      |                                      |   |  |   |   |     |                              |    |  |   |                                |    |                                    |    |  |
|  | 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    |                       |                          |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |   |  |      |                                      |   |  |   |   |     |                              |    |  |   |                                |    |                                    |    |  |



# THE VISION/TRACTION ORGANIZER™

ORGANIZATION NAME: Chick-fil-A Zephyrhills

## TRACTION

| 6 MONTH PLAN  | ROCKS                          | ISSUES AND IDEAS LIST |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
|---|--------------------------------|-----------------------|---------------------------------|---|-------------------------|----|---------------------|-----|---------------------|----|------------------------------|----|-----------------------------------|----|--------------------------|----|--|------------------------|------|----------------|---|--------------------------------------|---|-------------------------|----|-----------------------|---|------------------------------------|-----|--|---|----------------------------|---|--|
| <p><b>Future date:</b> 6.30.26<br/> <b>Revenue:</b> \$4.7 Mil<br/> <b>Profit:</b> 13%</p> <p><b>Goals for the next six months:</b></p> <table border="1"> <thead> <tr> <th>Goals for the next six months:</th> <th>Who:</th> </tr> </thead> <tbody> <tr> <td>1. Achieve a 1 on Ecosure Visit</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&amp;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> | Goals for the next six months: | Who:                  | 1. Achieve a 1 on Ecosure Visit | 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><b>Future date:</b> 6.30.26<br/> <b>Revenue:</b> \$2.37 Mil<br/> <b>Profit:</b> 13%</p> <p><b>Rocks for the Quarter:</b></p> <p>Revert to the previous chicken rotation system and increase intentionality from</p> <table border="1"> <thead> <tr> <th>Rocks for the Quarter:</th> <th>Who:</th> </tr> </thead> <tbody> <tr> <td>1. Leadership.</td> <td>M</td> </tr> <tr> <td>2. FOH &amp; BOH Revamp Training Systems</td> <td>S</td> </tr> <tr> <td>3. Internal development</td> <td>LT</td> </tr> <tr> <td>4. Intentional hiring</td> <td>T</td> </tr> <tr> <td>5. Complete t-shirt incentive 4/30</td> <td>T/S</td> </tr> <tr> <td>6. Create an action plan on TMES results</td> <td>T</td> </tr> <tr> <td>7. Plan a leader gathering</td> <td>E</td> </tr> </tbody> </table> | Rocks for the Quarter: | Who: | 1. Leadership. | M | 2. FOH & BOH Revamp Training Systems | S | 3. Internal development | LT | 4. Intentional hiring | T | 5. Complete t-shirt incentive 4/30 | T/S | 6. Create an action plan on TMES results | T | 7. Plan a leader gathering | E | <p>Leadership being more intentional with labels - increased accountability</p> <ol style="list-style-type: none"> <li>1. <u>Leadership being more intentional with labels - increased accountability</u></li> <li>2. <u>Revamp Learning Coaches</u></li> <li>3. <u>Internal hiring opportunities</u></li> <li>4. _____</li> <li>5. _____</li> <li>6. _____</li> <li>7. _____</li> <li>8. _____</li> <li>9. _____</li> <li>10. _____</li> </ol> <p><b>Prioritize:</b></p> <ul style="list-style-type: none"> <li>• Identify</li> <li>• Discuss</li> <li>• Solve</li> </ul> |
| Goals for the next six months:  | Who:                           |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 1. Achieve a 1 on Ecosure Visit   | 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                             |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| Rocks for the Quarter:  | Who:                           |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 1. Leadership.  | M                              |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 2. FOH & BOH Revamp Training Systems  | S                              |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 3. Internal development   | LT                             |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 4. Intentional hiring   | T                              |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 5. Complete t-shirt incentive 4/30  | T/S                            |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 6. Create an action plan on TMES results  | T                              |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |
| 7. Plan a leader gathering  | E                              |                       |                                 |   |                         |    |                     |     |                     |    |                              |    |                                   |    |                          |    |  |                        |      |                |   |                                      |   |                         |    |                       |   |                                    |     |  |   |                            |   |  |