

Mentoring and managing employees to ensure husbandry and assure consumers.



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What???

- What do consumers want?
- What do consumers care about?
- Shared Values
 - Safe Food
 - Quality nutrition
 - Appropriate Animal Care
 - Environmental Stewardship

Center for Food Integrity, 2014. *Cracking the Code on Food Issues: Insights from Moms, Millennials, and Foodies.*

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Top 20 Restaurant Culinary Trends for 2016

1. Locally sourced meats and seafood	6. Environmental sustainability
2. Chef-driven-fast – casual concepts	7. Healthful kids' meals
3. Locally grown produce	8. New cuts of meat
4. Hyper-local sourcing	9. Sustainable seafood
5. Natural ingredients / minimally processed food	10. House-made / artisan ice cream

<http://www.acfchefs.org/>

NRA, September, 2015

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Top 20 Restaurant Culinary Trends for 2016

11. Ethnic condiments / spices	17. Fresh / house made sausage
12. Authentic ethnic cuisine	18. House – made / artisan pickles
13. Farm / estate branded items	19. Food waste reduction / management
14. Artisan butchery	20. Street Food / food trucks
15. Ancient grains	
16. Ethnic – inspired breakfast items	

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Communicating Shared Values

- Mission – What you want to do now and the business you are in
- Vision – What you want to be in future
- VS. Purpose – It tells why a company exists in the first place, why are you here?

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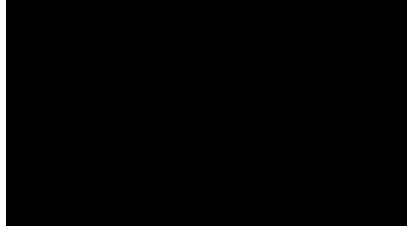
What is Disney's Purpose?

Mission	Purpose
What we do	Why we do it
Operating a business	Sharing a dream
Strategic	Cultural
Motivational	Aspirational (True North)
Creates "buy-in"	Instills "ownership"
Provides focus	Fuels passion
Building a company	Building a community
Laying bricks	Building cathedrals
Parking cars	Creating happiness

~ Jones, B., *Disney Institute Blog* April 23, 2015

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Disney's Purpose – "Where Dreams Come True"



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Employees with Purpose & Shared Values...

- So how do you as producers work to have employees that share the same purpose as you?
- What common ground might you have with consumers?

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My Personal Values...

- 1. Positive attitude
- 2. Courage
- 3. Integrity
- Tied for 4th and 5th. ---- Communication and Responsibility

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Hire based upon values

- Employees with like values
 - Allows you to connect
 - Will emulate the same values and work ethics

Dreams = Goals
Goals = Plans
Plans = Reality

***Hire for Attitude,
Train for Aptitude***

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- Teams - work together, shared purpose  ■ Versus.
- Group – common goal, work individually  ■ Versus.
- Individuals – independent, individual goals 

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Building your team...

1. Share Purpose, Mission and Vision
2. Train Employees – onboarding
3. Communicate and Evaluate
4. Include employees – farm planning and direction
5. Celebrate Success

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Training

- First 8 hours – first impressions
- Kinesthetic learners
 - Show & tell simultaneously
 - Teach-back
 - Observe
 - Feedback

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Training

- Do not assume performance based upon prior experience
- Training on-going
- Use teachable moments
- Random acts of kindness – Thank You

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Training... Requires Leadership

- Leadership – is NOT micromanaging people it is holding people accountable and empowering them to make decisions

1. Delegation
2. Transfer Control

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Communication

- Be approachable - 
- Listen before speaking – get the whole story 

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Communication

- Remember to answer “Why”



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Communication

- You are human – it is ok to say I'm sorry
- Remember Language barriers
- Education Levels

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Communication

- Meetings
 - Formal Meetings – input, training, direction and goals
 - Informal Meetings -

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- Communicate Directly with the person who you need to talk to.
- You don't want the Telephone Game Outcome...




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- Celebrate Success



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Good Performing Teams Do This...



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graph TD; A[Communicate] --- B[Fun Working Together]; A --- C[Respect]; B --- D[Encourage]; C --- E[Shared Purpose / Goal]; D --- F[Organize Skills / Understand Roles]; E --- F;
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~Thank You~

Questions?

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