



# *HR + Marketing*

## *Making Shift Happen!*



# Marketing + HR = Value Creation

- Marketing:
  - Not simply advertising and promotions – that's what you do after value is created
  - The role of marketing is to CREATE VALUE
- HR:
  - Not the “police”
  - The role of HR consultative/ resource based - partnering to create change / value



# Where There is Smoke...

- HR + Marketing → both of us “new” to company in 2009
- First GM / Partner Conference featured author Dr. Joseph Michelli
- ***“We can be more FAMOUS”***
  - a realization and call to action
- Together we organized a “Brand Summit” of stakeholders



# Recipe for a Guest Experience Statement

1. Defines the guest experience with **Clarity.**
2. Establishes a true **Emotional Connection** with our Guests
3. **Captures the Essence** of the Famous Dave's brand
4. **Differentiates** our restaurant from other restaurants
5. **Serves as a "Driver"** creating a powerful internal brand message to elevate performance and hold each other accountable

*“Like Having Good Friends  
Over for a Backyard BBQ”*

*Businesses have **Customers**.*

*Hospitality businesses serve **Guests**.*

*We make **Friends**.*



**“Guide our Culture  
and Systems to  
Create Lifelong  
Loyal Raving Fans”**

*Turn “satisfied” guests into raving fans!*

*Add ENERGY to our Team and Restaurants!*

*Create a competitive advantage and a more  
valuable brand!*



*“Like Having Good Friends  
Over for a Backyard BBQ”*

**In 2009 we DEFINED our Guest Experience**

**In 2010 we INTRODUCED it to Famous Family**

... to every person we hire

... in every famous orientation we provide

... to ongoing coaching and feedback on the importance of turning Guests into lifelong, loyal, raving fans!

**In 2011 we are evolving – focus on CULTURE**

# Time for A Little Exercise.....

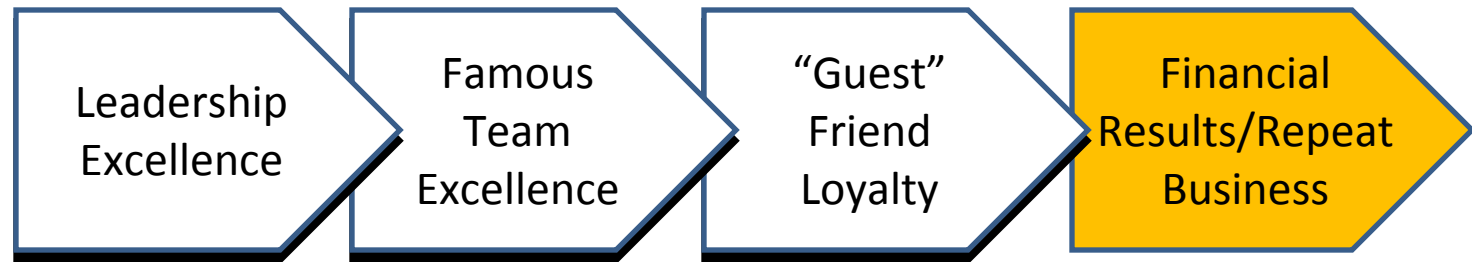
- Stand up and stretch!
- Pass out sheets
- **Discuss!**



"What fits your busy schedule better, exercising one hour a day or being dead 24 hours a day?"



# Chain of Famosness



Adapted from work on the Service Profit Chain and Disney® best practices



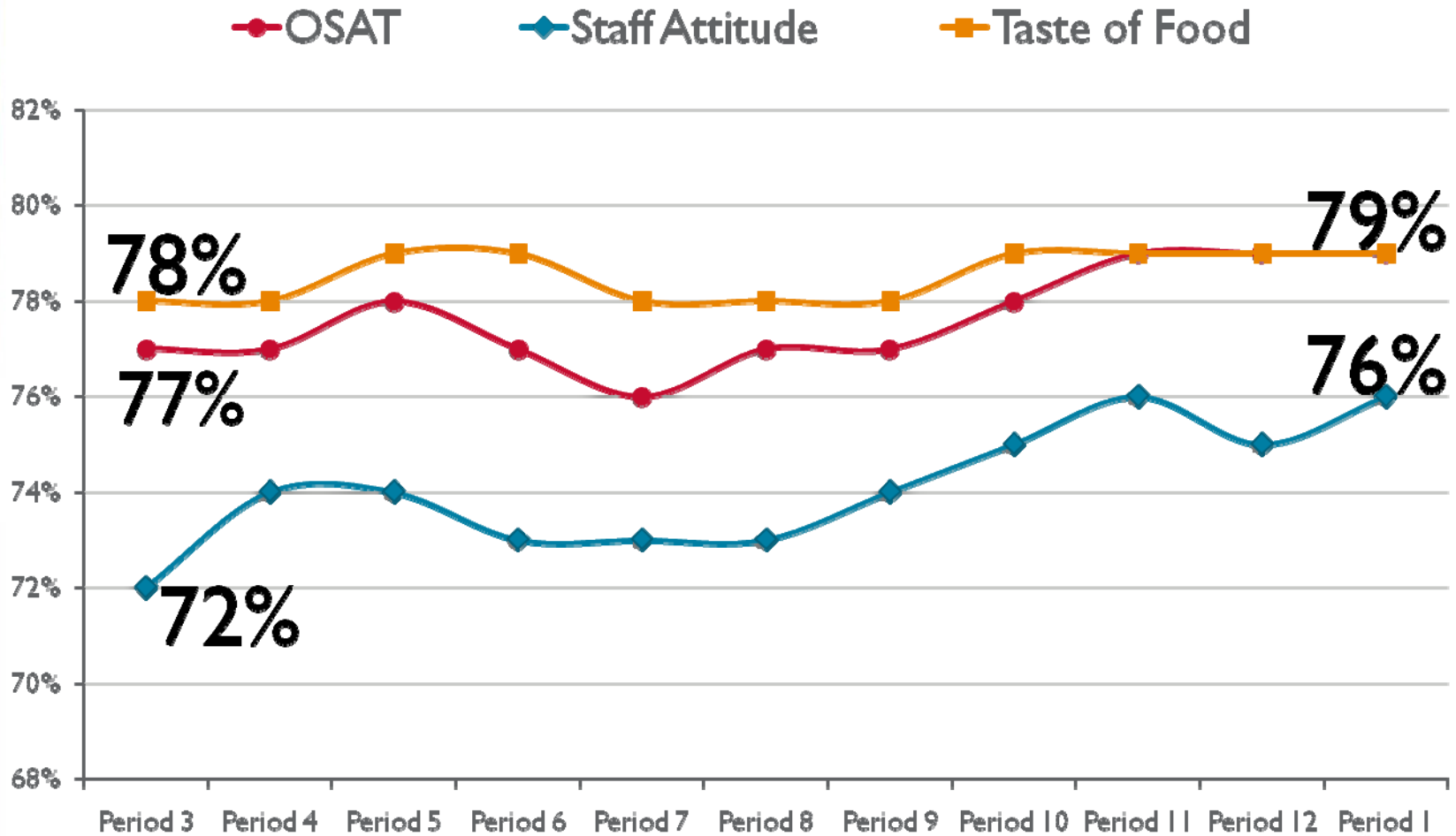
# Creating a Famous Guest Experience Starts with Our People!



**OUR BRAND'S ON FIRE!**



# Become as Famous for our People ...as our Food



# Recipe For Success



- Cross-System Guest Experience Team
- Market Research with Guests & Team Members/Best Practices
- Addressed our “Low-Hanging” Guest Service Fruit
- System-Wide Introduction of Desired Guest Experience in 2010
- Pilots and Successes!
- 2011 – Support the Infusion of Tools in the System
- Team Evolution - Focus on Culture



# Secret Sauce...

- **Smokin' Touchpoints**
  - Selection & Hiring
  - Orientation & Training
  - Coaching & Performance Management
  - Communications
- **Employer Branding**
- **Team Member Satisfaction**
- **“Guestology” Research and Feedback**
- **Tool kit for system rolled out 2011 National Meeting**



**A Brand is  
a Promise**

**Everything  
Communicates**



Authentic  
Award-Winning  
BBQ

# Consumer Brand Reel

# Employer Brand/Consumer Brand Link

- A **powerful employer brand** must be linked to a simple, meaningful consumer brand message.
  - It engages both the Team Member and the Guest in a consistent message.
  - The Team Member will better understand the brand and become a brand ambassador.
  - Attracts the kind of people needed to deliver the consumer brand promise
  - Famous Dave's has a simple, meaningful consumer brand message.....



# The Employer Brand Theme

- With all of that in mind, we developed an employer brand theme that is extendable throughout the materials.
- It's simple, powerful and perfect for Famous Dave's.
- It is...





Be YOU

Be REAL

Be Famous

# The FAMOUS Onboarding Tool Kit



# What's Inside?

- Famous Orientation / CEO Welcome
- A-Frame Orientation Guide
- Culture Folders
- Performance and Coaching Tools
- All Updated Team Member Training Guides
- All New Team Member Training Videos
- The "Got What It Take To Be Famous" Book
- Famous Onboarding Process
- New Hiring and Selection Tools



# The Famous Orientation Video



**OUR BRAND'S ON FIRE!**



# “The Culture Club”

## 2011 and Beyond....

- Voice of the Guest
- Best Practices
- System-wide Culture Events/Infusion



# 'Que & A

