



TRAINING AND DEVELOPMENT
SEPTEMBER 6, 2016

What's going on in Training?

- Food Handlers
- Menu Refresh
- To-Go Training
- Service/Culture Update
- MIT Training Update

What's up with ToGo?

- Training Launch – Area Coach focus

We have iPads in the restaurant

- Launched with multiple functions from Ops to Training

What are we doing for new restaurants opening?

- NSO Training Plan
- 2 NSO Training Teams (Wylie and Brownwood)

Support of product pipeline?

- Product Testing/Training



Training and Development

Cotton Patch ensures consistent operational execution by requiring managers and hourly employees to pass rigorous training programs.

ONLINE

- Learning Mgmt System
 - Work to update CPC
 - Consistent training
 - Tracking progress
 - Multi-media options

VIDEO

- New learning tools
 - Equipment needs
 - Determine medium

New Hire Orientation

- Employee experience

MIT

- Manager Level vs GM Level
- BOH and FOH
- Validation process
- Certified training stores
- Internal vs External
- On the job training with LMS

HOURLY

- Certifications
- New Hire Training

SERVICE & SALES

- Southern Hospitality
- Service Workshops
 - Mystery Shops
- Suggestive selling

SYSTEMS

- PosiTouch
- CPC Forms
- RASplus
- KeithNet
- Hardies Online

COMPLIANCE

- Human Resources
 - EcoSure
- Food Handler
 - Risk Mgmt
 - TABC

FOOD

- Menu Refresh
- Food Safety
- Cost Control
- Beverage

NEW STORE

- 3 to 4 for 2016
- Certified Trainers
- New Store Opening Guide

LEADERSHIP DEVELOPMENT

- Explore Program
- Kitchen Masters
- Certified Trainer

CURRENT TRAINING INITIATIVES

Food Handlers

- 95% compliant
- Online/New Hires
- iPad Videos/Test



Menu Refresh

- Training Sessions/Training funds
- Suggestive Selling
 - Contest
 - Materials for Servers
 - Videos/iPad – App Mania will be the first (Patch Points – with Patti)

To-Go Training

- Area Coaches trained each store
- Effective 9/6 Marketing will push
- 4th Quarter – Mystery Shops begin

PATCH UP! SUGGESTIVE SELL CONTEST

IT'S AS EASY AS... **READY → SET → POW!**
MONEY, MONEY, MONEY!

MYSTERY SHOP MASTER **READY** **MYSTERY SHOP MASTER**

APP MANIA **SET** **WINNING STORE GETS \$500**

DESSERT ALERT! **POW!** **WINNING STORE GETS \$500**

OVERALL STORE WINNER FOR THE MONTHS OF AUGUST, SEPTEMBER AND OCTOBER
Top overall increase in % of Transactions per Check vs Prior Year for: APPS & DESSERTS
WINNING STORE GETS \$1000

WAIT!! THERE'S MORE

COTTON PATCH CAFE



CURRENT TRAINING INITIATIVES

- **MIT Training Update**
 - Program Review
 - Operational needs
 - Flexibility
 - Lay a foundation
 - Timeline – December 2016
- **Service/Culture Update**
 - Integrate Culture throughout the training lifecycle.
 - New Hires
 - Service Book
 - MITs
 - Current Employees
 - Campaign Rollout
 - Timeline – January 2017
- **BOH Training Initiative**
 - Create a Training program



SOUTHERN AT HEART

We started in the South and this is where we learned Southern Hospitality is the best way to help our Guests. From Yes Sir/Ma'am to No Sir/Ma'am, we deliver with charm with every meal we serve. *It's who we are!*

HOME-STYLE EXPERIENCES

We want our Guests to feel like they are eating at their own table. Our goal is to provide that home-style meal. We make our food from scratch so our Guests eat the best food we have to offer. *It's what we do!*

PRIDE IN THE PATCH

We take pride in everything we do. From our food to our service and even to keeping our buildings clean, we do it for our Guests. Pride is caring about what you do and making sure you are on top of everything that needs to be done. *It's how we do it!*

FEELS LIKE FAMILY

When it's done right it feels like family. We work together to make it the best experience we can for our Guests. We support each other and strive to do better as we grow. Making it feel like family comes easy to us.

COTTON PATCH CAFE

FEELS LIKE FAMILY - SOUTHERN AT HEART - HOME-STYLE EXPERIENCES - PRIDE IN THE PATCH

NEW RESTAURANTS COMING SOON!

- Wylie
 - October 7th
- Brownwood
 - October 14th

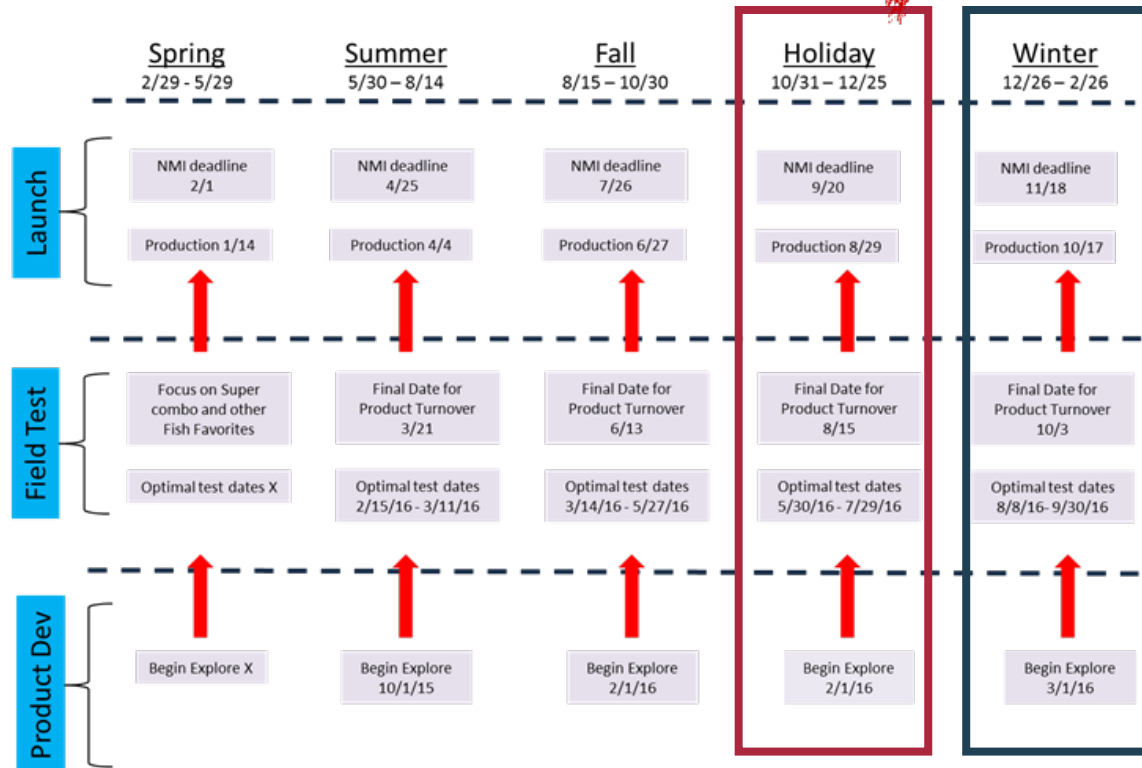


- Training Plan
 - Trainers
 - BOH kicks off
 - FOH Classroom
 - 4 days of practice

Friday	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
25-Sep	26-Sep	27-Sep	28-Sep	29-Sep	30-Sep	1-Oct	2-Oct
BOH Starts 2 days earlier than FOH							
BOH Schedule	BOH Schedule	BOH Schedule	BOH Schedule	BOH Schedule	BOH Schedule	BOH Schedule	BOH Schedule
Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes	Check In, Sign In - 15 minutes
ALL - 1 Hour	PREP - 2 Hours	ALL - 1.5 Hour	ALL - 1 Hour	ALL - 30 Minutes	ALL - 30 Minutes	ALL - 30 Minutes	ALL - 30 Minutes
Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order	Prep & Cook Practice Order
Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70
Midnight • Introduce Managers • Orientation - Cotton Patch • Uniform Standards, punctuality • Kitchen Walk thru, all stations • Food Safety Standards	Midnight • Kitchen Setup • Complete Prep List • All prep items	Midnight • Introduce Managers & Trainers • Orientation - Cotton Patch • Uniform Standards, punctuality, Hygiene policy (7/8 page 13) • Health policy (7/8 page 19) • Kitchen Walk thru, all stations • Food Safety Standards • Personal aprons • Complete HH Direct Deposit • Overview of Training Process	Midnight • Review yesterday • Icecube (GIB page 12) • Money Business (GIB pages 33-34) • Hosting (GIB page 8-9) • Answering phone (GIB page 35)	Midnight • Review yesterday • Opening Duties	Midnight • Review yesterday • Opening Duties	Midnight • Review yesterday • Opening Duties	Midnight • Review yesterday • Opening Duties
KITCHEN BASICS - 1 Hour	GRILL - 1 Hour	SERVICE - 45 Minutes	SERVICE - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 1 Hour	PRACTICE - 1 Hour	PRACTICE - 1 Hour
08:00 - 09:00	09:00 - 10:00	09:00 - 10:00	09:00 - 10:00	11:00 - 11:45	09:00 - 10:45	09:00 - 10:45	09:00 - 10:45
Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70
Station Setup • Quick chili, labeling, sanitation • Marinate, pull raw, wash/IDB chart • Temperatures, thermometers • IDB, and rotation • Handwashing • Break info for advance prep	Review and cook Grill items	Service • Service Standards (GIB pages 13-16) • 5 Steps & Service Cues (GIB page 23) • Suggestive Sell - how and why • Mystery Shop • Teamwork & Delegation Duties (GIB page 24)	Service • Carving Trays & Print Points (GIB page 16) • Running Food • Ticket Times • Working with PC • Table Setup (GIB page 20-21) • Door Window/Tier • Full House Debit • Consolidation	Practice - Group A - Service, Host & To-Go - Group B - Customer - Group C - Training Review	Practice - Group A - Training Review - Group B - Service, Host & To-Go - Group C - Customer	Practice - Group A - Customer - Group B - Training Review - Group C - Service, Host & To-Go	Practice - Group A - Customer - Group B - Training Review - Group C - Service, Host & To-Go
EQUIPMENT REVIEW - 1 Hour	PREP - 1 Hour	FOOD - 45 Minutes	FOOD DRINKS - 1 Hour	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes
10:00 - 11:00	11:00 - 12:00	10:00 - 11:00	10:00 - 11:00	10:45 - 11:30	10:45 - 11:30	10:45 - 11:30	10:45 - 11:30
Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70
Equipment Review and Maintenance • Grill • Fryer • Flat Top (temperatures, separation of proteins, specific spatula) • Marinate • Toasters • Steam Vapors • Gaslines • Reach Ins • 3 pump sink and dish machine	Review and cook Grill items	Food • Menu overview (Reg, Kids, Express, Steakhouses, Beverages, Daily Features) • Appetizers • Salads • Introduce side dishes • Traditional Favorites • Traditional sides and side substitutions • Grilled Favorites • Premium sides • House Macaroni • Steak Doneness (GIB page 11) • Other condiments (sauces, ranch/dress, burgers, chopped steak) • Single New Portion	Food & Drinks • Menu overview (Reg, Kids, Express, Steakhouses, Beverages, Daily Features) • Appetizers • Salads • Introduce side dishes • Traditional Favorites • Traditional sides and side substitutions • Grilled Favorites • Premium sides • House Macaroni • Steak Doneness (GIB page 11) • Other condiments (sauces, ranch/dress, burgers, chopped steak) • Single New Portion	Practice - Group A - Customer - Group B - Training Review - Group C - Service, Host & To-Go	Practice - Group A - Service, Host & To-Go - Group B - Customer - Group C - Training Review	Practice - Group A - Training Review - Group B - Service, Host & To-Go - Group C - Customer	Practice - Group A - Training Review - Group B - Service, Host & To-Go - Group C - Customer
PREP REVIEW - 45 Minutes	LINE - 30 Minutes	POS - 1 Hour	DRINKS & TO-GO - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes	PRACTICE - 45 Minutes
11:45 - 12:30	12:30 - 1:00	11:45 - 12:30	11:45 - 12:30	11:45 - 12:30	11:45 - 12:30	11:45 - 12:30	11:45 - 12:30
Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70	Trainer - 70

- Winter Menu Rollout Testing
 - 8/12 new Recipes and Job Aids
 - Guest Feedback

2016 Marketing Calendar



- Holiday Menu Rollout
 - Training road tour begins 10/3
- Winter Menu Rollout Testing
 - Test stores train starting 9/19