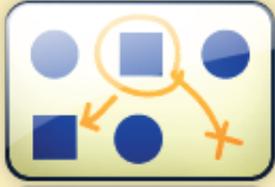




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Professional Uniforms = Brand

ProActive Management: Manager's are tested daily maintaining restaurant operating standards. Companies that proactively present team member uniform standards make the job easier and protect their brands.

Uniforms serve many functions!

Why: Team Member uniforms are a highly visible operating standard that guests notice when they enter any style of restaurant. Uniforms are a direct representation of a team member's personal standards and hygiene. *Both critical factors are linked and either reinforce or undermine your brand.*

How: Prepare complete written standards with full-length color photography for front-of-house (FOH) and back-of-house (BOH) uniforms. *Show it like it is, with every detail from head-to-toe, including accessories and name badge.* Include this information in your team member handbook and by posting in a visible display as an on-going reminder to team members.

When: As team members arrive for duty, manager's, trainer's and shift leads should all observe team member uniforms and **take proactive action**, complimenting the team member with positive feedback (**One Minute Manager**®) on appearance when the standard is achieved or directly addressing the specific deficiencies in the uniform.

Image: Uniforms project a **professional image**, and since organizations are defined by appearance, neatness and cleanliness are an important part of that image. Guests want to be assured that they are going to receive the same product from each location of a restaurant. Standardization is what makes that possible, and uniforms are just another part of that standardization. *Even single units gain guest confidence when uniforms are professional.*

Method: Install a full-length mirror in the BOH with company creed; team building mottos and graphics that will be viewed daily by your *Performance Team!*

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