

Core 4 Leadership at Chick-fil-A



No one can argue that a visit to a Chick-fil-A is a higher-level experience than you get from most fast food restaurants.

Have you ever wondered how they manage to deliver great food and a great experience when restaurants right down the street, paying their people similar wages, struggle?

I have. Part of the answer is the people that Chick-fil-A attracts. Their culture and values attract great workers. Higher caliber workers are able and willing to provide higher level service.

Is it just great people that make Chick-fil-A great? Nope. Their formula is great people + great training = excellent customer experiences. The key to Chick-fil-a's customer service training is what they call the "Core 4." Here they are:

Make Eye Contact – This is simple, but so often overlooked. I was talking to a friend of mine who went through a nasty health scare at the Mayo Clinic in Jacksonville. She was raving about the service, cleanliness, pretty much everything about her experience. She mentioned that everyone (including the physicians) walking down the hall would make eye

contact. You rarely see this in a busy hospital, especially from physicians hurrying from one patient to the next. But, it makes a huge difference in the feel of a place when people make eye contact and recognize your presence.

There is a rule in the hospitality industry called the 10 and 5 rule. The rule states that if someone is within 10 feet of you, you should greet them with a smile and eye contact. If they are within 5 feet of you, you should greet them verbally. It takes 2 seconds but will make all the difference in the feel of your business.

Smile – Smiling is an international symbol of kindness. Smiling people are prettier and appear nicer. It doesn't matter how bad of a day you are having if you will smile at the people you encounter you will have a positive impact on their day. And, bonus... you will feel better. The act of smiling is proven to improve your mood. You look happier. You make other people happier and you feel happier. Why not put on a smile?

Speak Enthusiastically – I love the phrase "fake it until you make it." It applies to so many areas of life. Are you scared of a conversation or situation? Fake confidence. You fake it by adjusting your body language, your speech, your eye contact, your entire presence. You imagine how a confident person would act in the situation and then you force

yourself to act that way. The cool thing is that as you fake confidence, you begin to feel confident. Making eye contact, smiling, speaking enthusiastically could all be considered “faking it” but will change you as you do these actions!

People respond to what you present to them. If you present yourself as caring, confident and happy they are more likely to respond positively to you. Their response further lifts your mood as you lift theirs. It’s a great cycle!

Want to take your enthusiasm up another level? Think (don’t say – that would be weird) “I Love You” when speaking with someone. Love is the most powerful emotion in the world. Simply imposing those words on the person you are speaking with will change your expression and put your mind in a state to give and care for that person. The person you are speaking to will feel the difference. Give it a try.

Stay Connected – or Make a Connection. Relationships begin on common ground or shared values. Look for an opportunity to find common ground with everyone you interact with. School, favorite sports team, hometown, hopes, dreams, kids, vacations - anything! Get to know people better and your connection and relationship will grow.

I have found that the people who are great at this are not naturally gifted at remembering facts and figures about people. The great ones have a system. I keep notes in my contact database, so I can recall the nuggets of common ground that I learn from each conversation.

At work or in your personal life, the quality of your relationships will determine your ability to positively impact the lives of those around you. Implement the Core 4 to improve the quality of the relationships in your life.

Teach the Core 4 to your team so they can have a greater impact on their co-workers, your customers and everyone they interact with.

Are you ready to start building a transformational business? If you are, head over to our [Resource Page](#) and check out our free tools to help you get started or give us a call at 229-244-1559.

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