

**BUILDING**  
**COMPANY CULTURE**  
**TO MAINTAIN TALENT**



***JEREMY EDMONDS***

VICE PRESIDENT  
OF PEOPLE AND CULTURE

PEOPLE \* PLANET \* PANCAKES



IT ONLY TAKES A MOMENT  
- TO -  
MAKE A DIFFERENCE



**KINDNESS  
MATTERS**



# MY COMMITMENTS TO YOU

*\* HAVE FUN!*

*\* LEVERAGE THE POWER OF STORYTELLING TO  
DEMONSTRATE THE IMPACT OF CULTURE*

*\* PROVIDE YOU WITH ACTIONABLE  
TAKEAWAYS YOU CAN USE TO CREATE A  
BETTER WORLD OF WORK*

*\* THE "L" WORD*

**A STACK OF  
PANCAKES CAN  
CHANGE THE  
WORLD.**



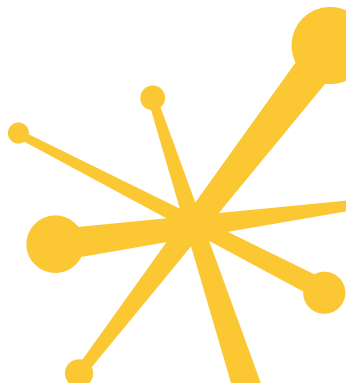
2006

<u>State</u>	<u>Count</u>
CO	1



**TOTAL SNOOZE'S:**

**1**



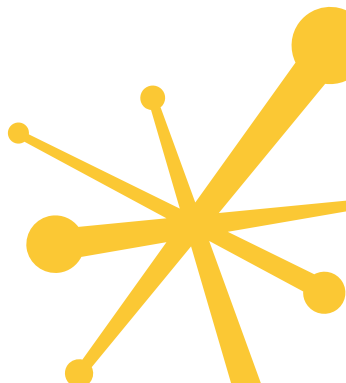
2023



<u>State</u>	<u>Count</u>
CO	14
CA	7
AZ	9
TX	24
KC	1
MO	1
NC	5
GA	7
TN	2
NV	2

**TOTAL SNOOZE'S:**

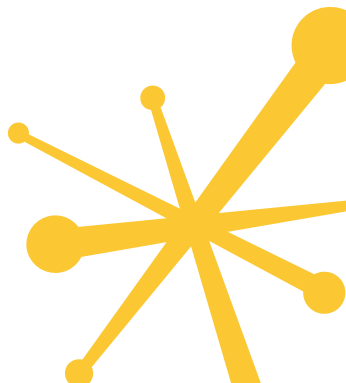
**72**



**2030**  
*HYPOTHETICAL*



**TOTAL SNOOZE'S:**  
**175+**



**IT ONLY** TAKES

**A MOMENT**

 **TO MAKE A** 

**DIFFERENCE**



LET'S  
TALK ABOUT  
CULTURE

There are two types of company culture.

The culture you **CREATE** and **NURTURE**.

Or the culture **that is created** when you aren't looking.

39%

Less than half of American workers are fully engaged in their work. That number is significantly less in people of color and workers under 35 years old.

Source: Gallup Poll, January 2023 (n = 67,000)

46%

The percentage of job seekers that cite company culture as the **MOST IMPORTANT** factor when looking for a new job

Source: Jobvite, December 2023 (n = ~12,000)

91%

The majority of managers in the U.S. say a candidate's alignment with the company culture is equal to or more important than skills and experience

Source: Great Places to Work Survey, April 2024 (n = 60,000)

12%

Happiness makes  
people 12% more  
productive and  
unhappy workers are  
10% less productive

Source: Harvard Business Review, June 2024

# 72%

*OF LEADERS POLLED SAID COMPANY  
CULTURE IS IMPORTANT TO THE  
SUCCESS OF THEIR BUSINESS*

- #1** NOPE
- #2** NADA
- #3** ZILCH
- #4 - 10** GUESS AGAIN
- #11** GETTING CLOSER
- #12** CULTURE!

Source: Mark Miller High Performance Leadership (n = 6000 leaders across 13 countries and multiple industries)

# THE IMPORTANCE OF CULTURE

39%

The majority of managers in the U.S. say a candidate's alignment with the company culture is equal to or more important than skills and experience

46%

The percentage of job seekers that cite company culture as the **MOST IMPORTANT** factor when looking for a new job

91%

The majority of managers in the U.S. say a candidate's alignment with the company culture is equal to or more important than skills and experience

12%

Happiness makes people 12% more productive and unhappy workers are 10% less productive

72%

Of leaders polled said company culture is important to the success of their business





*Snoozer*  
**PERSPECTIVES**  
**SURVEY**

# MEASURING ENGAGEMENT



**SAY:** An engaged employee speaks positively about the company among co-workers, clients and his/her friends



**STAY:** An engaged employee associates his/her future with the company

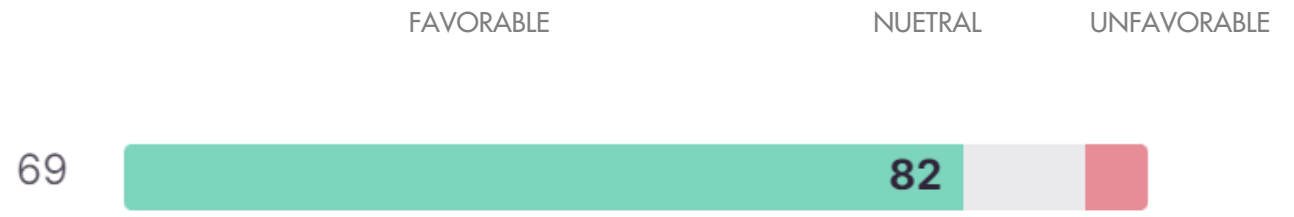


**STRIVE:** An engaged employee feels motivated to exert extra effort for the company



**STRIVE**

At Snooze, I am motivated to go above and beyond what I would do in a similar role elsewhere



**STAY**

I think I will still be working at Snooze in a year's time



**SAY**

I would recommend Snooze as a great place to work



**SAY**

I am proud to work for Snooze



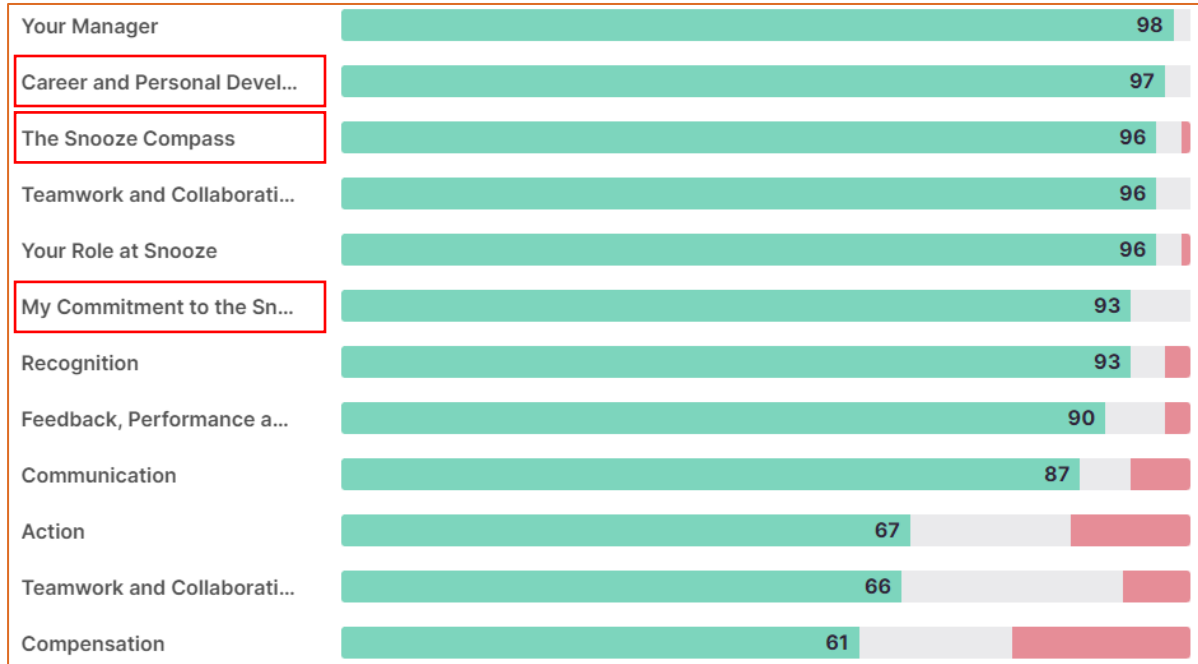
**STAY**

I rarely think of looking for a job in another company





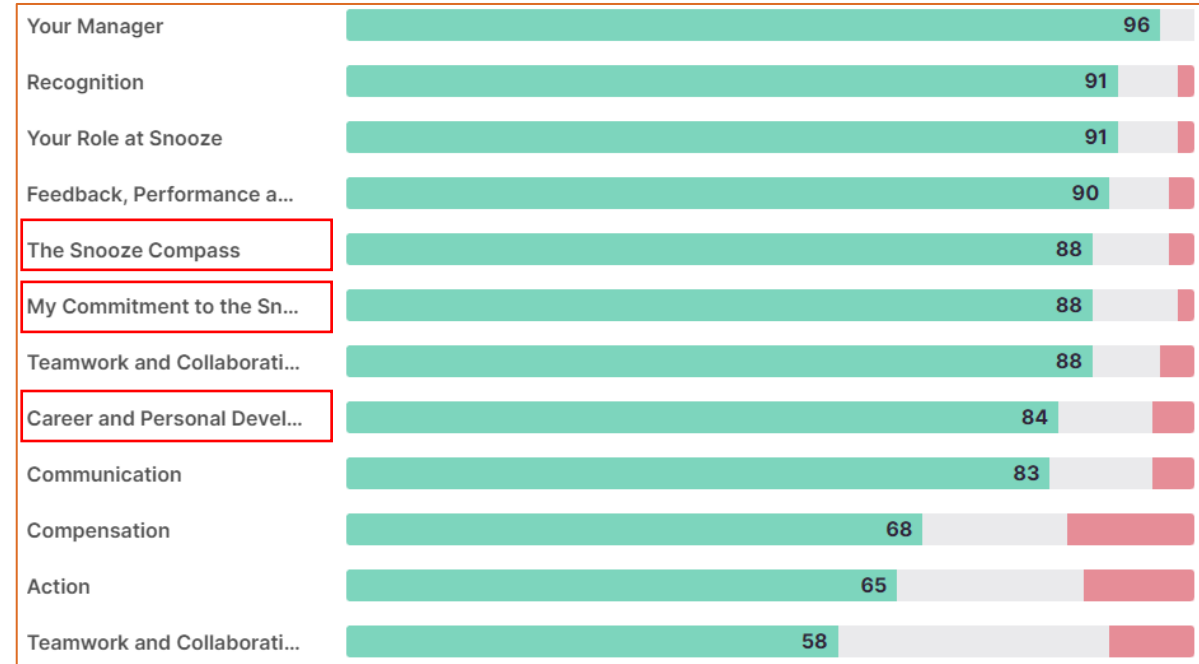
## RESTAURANT A



## 94% ENGAGEMENT SCORE

- \* Has an active Change Maker
- \* Completed 6 volunteer events in 2023
- \* Raised over \$20,000 in donations for local non-profits
- \* Completed all Snooze Life Check Ins within 2 weeks
- \* Leads every meeting with our "WHY"

## RESTAURANT B



## 68% ENGAGEMENT SCORE

- \* Did not do any volunteer events
- \* Raised ~\$3,000 for local non-profits
- \* Their GM is not a champion for sustainability
- \* Missed the Snooze Life Check In deadline (took 8 weeks to complete them)

VS



## ***SNOOZE TOTAL SCORE***

Snooze allows us to make a positive difference in the world



Snooze's commitment to social responsibility (e.g., community support, sustainability, etc.) is genuine



## ***RESTAURANT A***

Snooze allows us to make a positive difference in the world



Snooze's commitment to social responsibility (e.g., community support, sustainability, etc.) is genuine



**94% ENGAGEMENT SCORE**

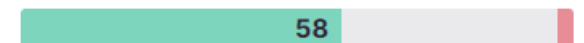
***VS***

## ***RESTAURANT B***

Snooze's commitment to social responsibility (e.g., community support, sustainability, etc.) is genuine



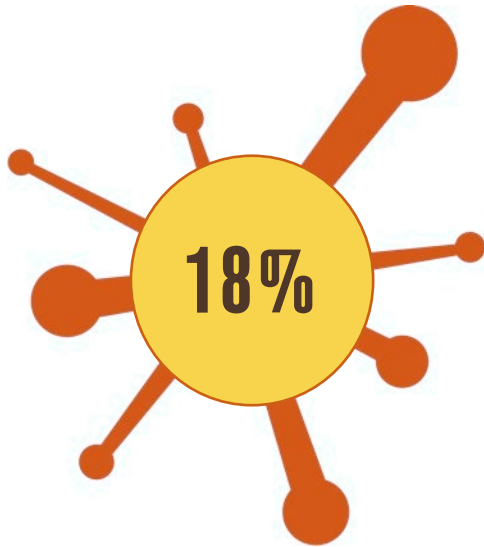
Snooze allows us to make a positive difference in the world



**68% ENGAGEMENT SCORE**

TO BETTER UNDERSTAND OUR SNOOZERS, WE ASKED THE QUESTION:  
*HOW WOULD YOU DEFINE YOUR SNOOZE EXPERIENCE?*

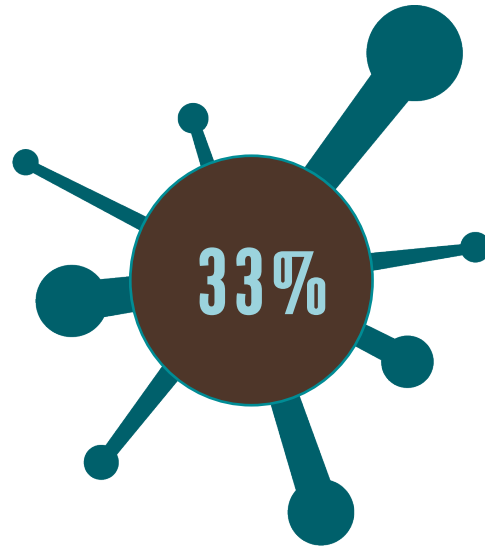
SNOOZER FOR LIFE



2023 Score

**93%**

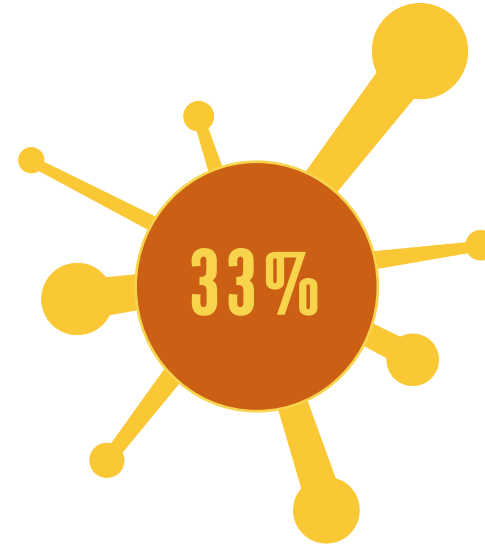
SNOOZE IS THE BEST CAREER OPTION  
FOR ME AT THIS POINT IN MY LIFE



2023 Score

**85%**

SNOOZE HELPS ME RECEIVE THE INCOME  
I NEED TO FULFILL EDUCATIONAL OR  
PERSONAL GOALS



2023 Score

**71%**

SNOOZE HAS NOT LIVED UP TO  
MY EXPECTATIONS



2023 Score

**33%**

# THE CULTURE QUOTIENT

$$(C^5 + O) \times I = E$$

**(CULTURE + OPERATIONAL EXCELLENCE) x IMPACT = ENGAGEMENT**



$$(C^5 + O) \times I = E$$

**(CULTURE + OPERATIONAL EXCELLENCE) x IMPACT = ENGAGEMENT**

- \* Who You Are: Mission, vision, values, beliefs, and shared language
- \* Behaviors and norms
- \* The systems, processes, and programs which support those behaviors
- \* The stories that are told
- \* The importance of feedback
- \* How You Operate: What is your "True North"
- \* Accountability to yourself
- \* Accountability to your stakeholders
- \* Accountability to what you believe in
- \* Why You Do It: What is the purpose you are serving?
- \* The impact you have in the lives of your Snoozers and Guest
- \* Doing better in the world:
  - \* The impact you have in your communities
  - \* The impact you have on the planet





# C<sup>5</sup> CULTURE

## #1

Who We Are: Mission, vision, values, beliefs, and shared language.

## #2

Behaviors and Norms: The actions that support how you show up to your Guest & internally to your teams and Snoozers.

## #3

Systems, Processes and Programs: The things you build to support your culture and hold yourself accountable.

## #4

The Stories That Are Told: What your people say – when onboarding a new Snoozer, to their family, and when no one is looking (the gossip factor).

## #5

The Importance of Feedback: Having the mechanisms in place to encourage feedback at all levels. The feedback loop.



# WHO WE ARE

Mission, vision, values, beliefs, and shared language.



**WHO**  
**YOU ARE**

Mission, vision, values, beliefs, and shared language.



Who We Are: Mission, vision, values, beliefs, and shared language.

# *WHAT HAPPENS WHEN YOUR MISSION EMPOWERS YOUR PEOPLE?*

## OUR MISSION.



LOVE WHAT WE DO



MAKE IT **BETTER** EVERYDAY



CREATE **EXCEPTIONAL EXPERIENCES** FOR OUR CLIENTS AND THEIR GUESTS



**mibbe**

MAKE IT BETTER EVERY DAY



Who We Are: Mission, vision, values, beliefs, and shared language.

<b>WHY</b>	our purpose
	WE STRIVE TO BRING OUT THE BEST IN SNOOZERS & GUESTS

<b>HOW</b>	our unique process
	THROUGH THOUGHTFUL MOMENTS THAT BRING PEOPLE TOGETHER

<b>WHAT</b>	our offering
	OVER A SHARED MORNING EXPERIENCE AND A CRAVEABLE MENU THAT MAKES A DIFFERENCE IN THE DAY

## **PANCAKES AND PURPOSE**

# COMPASS

## Craveable

We serve up a different kind of breakfast with creative twists and responsibly sourced ingredients that'll leave you craving more.

## Passion

We bring a sense of purpose, passion, drive, and enthusiasm to everything we do. And we always have a bit of fun along the way.

## Community

We are driven by a genuine desire to be part of something bigger, proudly making a positive impact in our communities.

## Guests

Our true north. We're committed to making a difference in their day, every day.

## Sustainability

We do the responsible thing for people and our planet, and work consciously to create a better future for both.

## Individuality

We encourage Snoozers and guests to proudly show up as their true self because everyone has a seat at our table.

## Best-of-the-Best

We're always working at being the best we can be – and then just a little bit better, because we never settle for good enough.



## Snoozers

We embrace each Snoozers as a valued member of our family. That's why we work to bring out the best in one another, so that the sum is greater than its parts.

# SNOOZISMS

## SERVICE

- COMPASS**  
Our Guiding Principles, Our 8 Pointed Jack
- LOVE CHART**  
It's not an org chart  
it's a love chart
- SNOOZE MANTRA**  
It Only Takes a Moment  
to Make a Difference
- HAPPY PLACE**  
That place you go when  
things get tough!  
Center yourself!
- CORE CURRICULUM**  
The foundation of our training  
to help us define who we are.  
Everyone takes it!
- PICKLE**  
The Surprise & Delight
- THE 4 P'S**  
Quadruple Bottom Line=  
People, Planet, Profit,  
Pancakes

## FUN

- FAMILY MEAL**  
Once a week we come  
together & break bread!
- DANCE PARTY**  
Unlimited. Go nuts!
- SNOOZE PARTY**  
Opportunity to bring  
Snoozers together to  
celebrate the year;  
whether it be a Luau, a  
Hoedown, a Jamboree,  
a Haboob, or a  
Hootenanny
- SNOOZE HOLIDAYS**  
Anniversary, Pancake, &  
Bacon Day...worthy of their  
own day of celebration
- NICKNAME**  
Cuz we need to have  
a little fun too
- THEME DAYS**  
It's that simple, it's a  
theme day!
- S.W.A.F.**  
Study with a Fork  
teach, inspire, learn,  
& engage

## COMPASS CHAMPIONS

- CHANGE MAKER**  
Snoozer that champions  
our sustainability &  
community pillars
- TROTTER**  
A traveling  
Storyteller
- STORYTELLER**  
Helps share our story through  
change making, bob building, culture  
coaching, & trotting
- BOB BUILDER**  
A Storyteller certified to  
do shoulder to shoulder  
position specific training
- S-QUAD**  
Snooze Super  
Safety Squad
- CULTURE COACH**  
A Storyteller certified  
to teach Core Curriculum
- DEIB TASK FORCE**  
Working group committed  
to diversity, equity,  
inclusion & belonging
- SHE CAKES**  
Women's leadership & career  
development platform

## PERKS

- SUNNYSIDE-UP BONUS**  
Quarterly bonus program  
for senior restaurant leaders
- WALK-A-BOUT**  
A Snooze style sabbatical  
earned with long tenure or  
a Golden Ticket
- EXTRA HASH BONUS**  
Opportunity for senior restaurant leaders  
to earn above & beyond for great  
restaurant performance on a yearly basis
- GOLDEN TICKET**  
Long-term incentive bonus  
program provided after 5 years of  
service in a GM or Head Chef

## PEOPLE

- SNOOZER**  
A wonderful human  
employed by Snooze
- GUEST**  
Our True North
- H.O.H**  
Heart of the House
- MOTHERSHIPPERS**  
Snooze support team
- RAVER**  
Guests who love Snooze  
so much they rave to  
friends and family
- SHELLLLYYYYYYYY**  
A playful gesture to acknowledge  
the individuality of our Snoozers

## OPERATIONS

- SNOOZE GROOVE**  
The way we do it! How we  
define the day to day  
flow of the job
- 12 MONTHS OF CHANGE MAKING**  
Annual guide to education &  
action for Snooze Community  
& Change Making
- PERFECT PLATE**  
A picture perfect  
plate/cup every time!
- SNOOZE U**  
Meeting with all managers  
in a region talking  
leadership and learning!
- SNOOZE LIFE WEEKLY**  
weekly communication  
to all Snoozers
- EGG ME**  
Tell us how you feel!  
Eggme@snoozeeatery.com  
Guest Feedback Tool
- PILLARS MEETING**  
Meeting with each  
manager peer group  
talking shop & learning  
operational excellence
- BREAKFAST CLUB**  
All Snoozer  
restaurant meeting
- KCI**  
Knowledge check ins
- SNOOZE APPROVED**  
Snooze F&B sourcing  
standards
- NEW BABY SNOOZE (NBS)**  
A new Snooze opening  
nurtured with  
Tender Loving Care
- TE**  
The Experience; your one  
stop-shop for learning  
and sharing
- GROW TO GIVE**  
The more restaurants we  
open and the bigger our  
family, the larger the impact  
we can have on the world.
- CIRCLE OF LIFE**  
The Lion King... JK,  
the Snoozer life cycle
- MANAGER MENU**  
One stop shop for all manager  
& restaurant information
- @SNOOZE NEWSLETTER**  
Weekly operations communication

The role of a shared language in establishing a company culture is crucial because words set cultural permissions that we then adopt as behaviors.



# WHO YOU ARE

- \* How have you articulated the vision of your business to your people?
- \* What are the values of your business?
- \* Do your people have a clear understanding of how they contribute to the vision of your business?



# BEHAVIORS AND NORMS

The actions that support how you show up to your Guest & internally to your teams and Snoozers.



# BEHAVIORS AND NORMS

*EMPATHY*

*GRATITUDE*

*COMMUNICATION*

*RECOGNITION*

*TRUST*

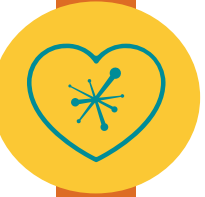
*TRANSPARENCY*

*RESPECT*

*ACCOUNTABILITY*

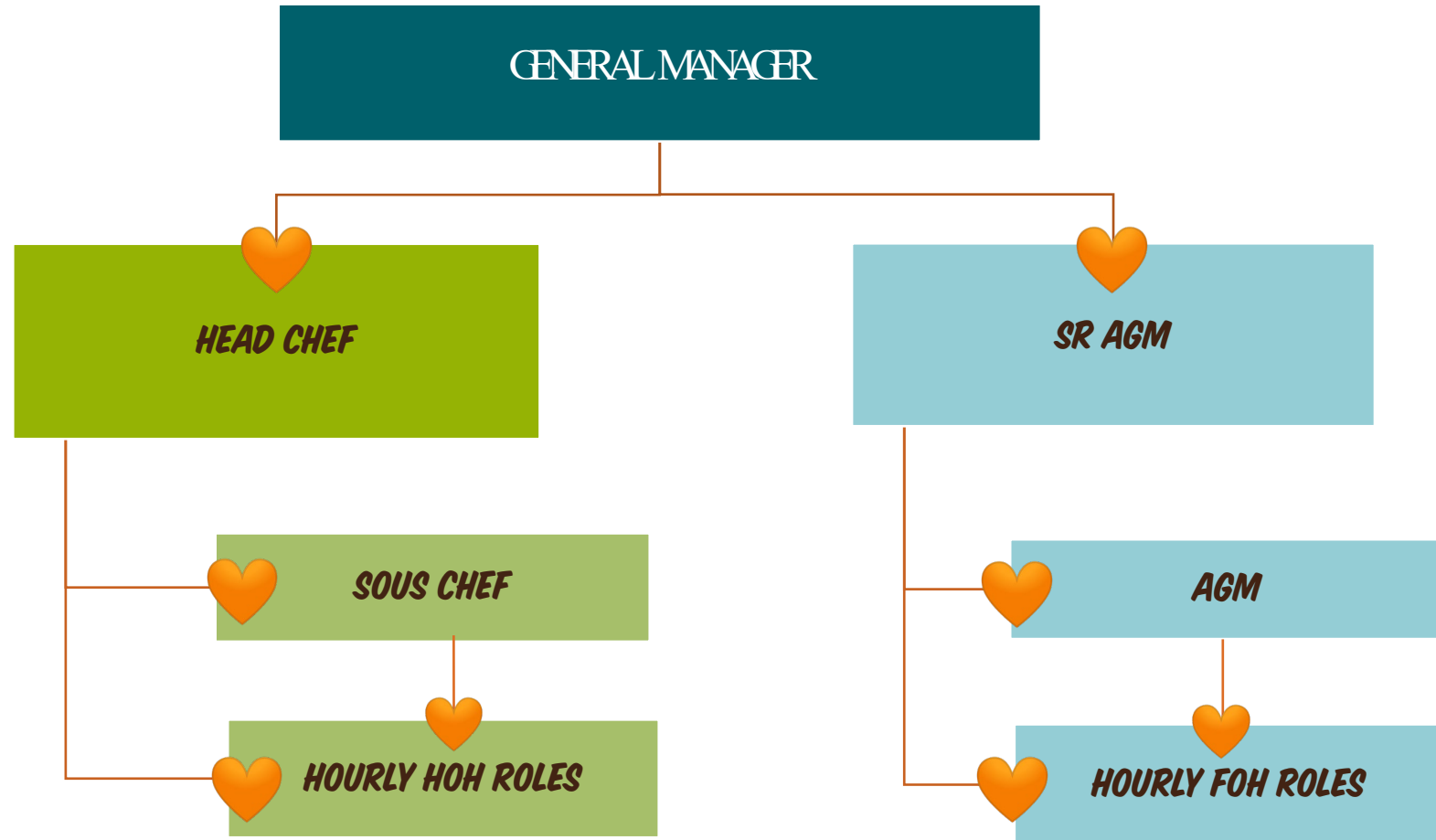
*LOVE*





# ALL YOU NEED IS LOVE

## THE SNOOZE LOVE CHART



# WHAT DOES IT MEAN TO BE A LEADER AT SNOOZE?

---

**TEACHERS FIRST**  
*AND*  
**FOREMOST**

**BEST IN CLASS**  
*RESTAURANT*  
**OPERATORS**

**RESPONSIBLE**  
*FOR OTHERS AND*  
**ACCOUNTABLE**  
*TO SELF*

**THE COMPASS**  
*IS*  
**OUR CORE**

**LEAD**  
*WITH*  
**LOVE**

# TEACHERS FIRST *AND* FOREMOST

- \* We prioritize the development of ourselves so we can be a **B.O.B.** and develop others
- \* We prioritize the development of our teams and individuals because that is what will make us great
- \* We give **REINFORCING** and **REDIRECTING** feedback in support of growing the Snoozer
- \* We believe in our Snoozers **ABILITY TO GROW** and seek opportunities to develop them
- \* We leverage each other, the tools and the resources to collectively succeed
- \* We recognize and celebrate our Snoozers when they have grown

# LEAD WITH LOVE

- \* We lead with **LOVE** because we care for our team, for others, and ourself
- \* We don't allow anyone to fall through the cracks because every Snoozer feels seen and knows who is responsible for caring for them
- \* We always lead the **WHOLE PERSON**
- \* We foster genuine and authentic **CONNECTION** through empathy, vulnerability, accountability and showing that we care
- \* We provide space for failure, building **TRUST** and sparking innovation
- \* We don't shame and blame, and never shy away from the tough conversation

# NORMS AND BEHAVIORS

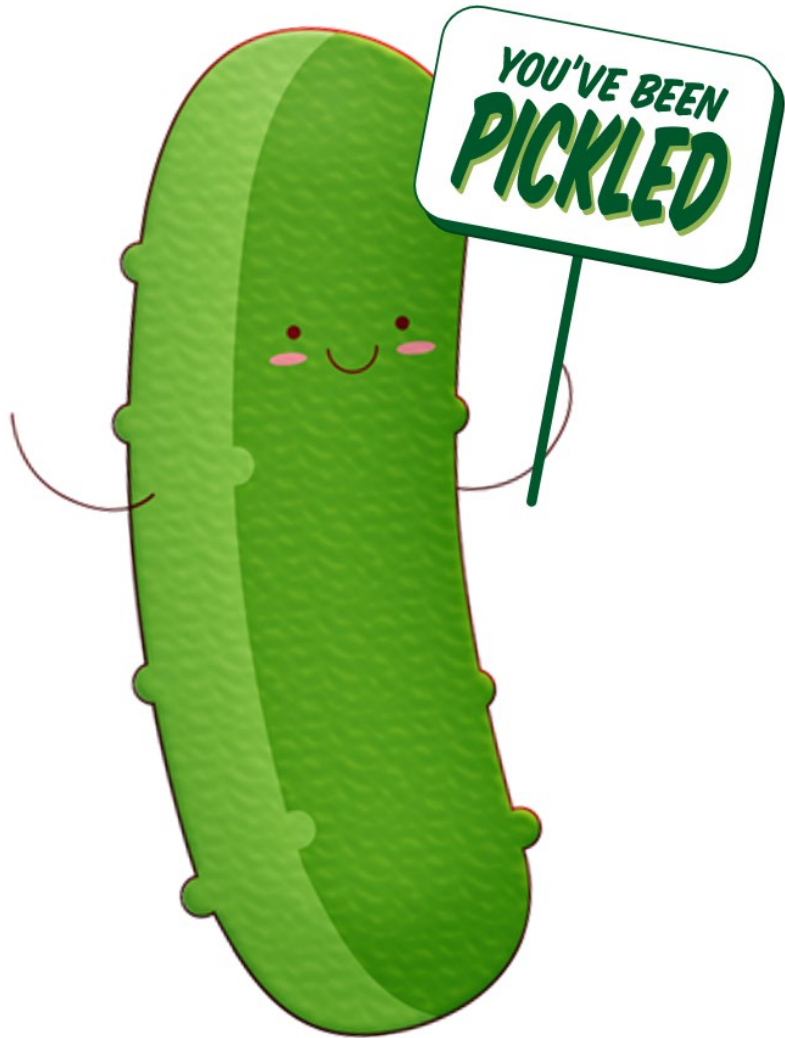
- \* How do your mission, vision, values and beliefs show up as behaviors in your business?
- \* When someone is not aligned with who you are, do you have processes in place to address the misalignment?





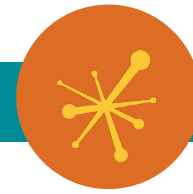
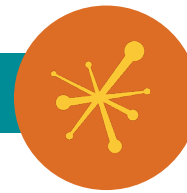
# SYSTEMS, TOOLS, PROCESSES

The things you build to support your culture and hold yourself accountable.

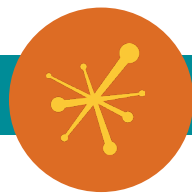


# THE PICKLE

# WE ARE MOMENT MAKERS

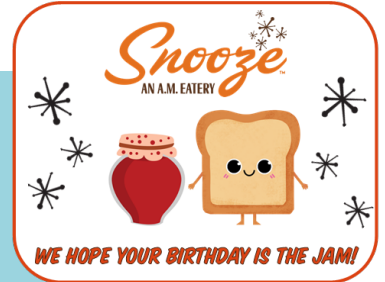


# WE ARE MOMENT MAKERS



## BIRTHDAY BONANZAS

IT'S YOUR BIRTHDAY!  
& WE'RE GONNA PARTY LIKE IT IS!



**ALL SNOOZERS GET A BIRTHDAY BRUNCH!**  
Breakfast is 100% on Snooze for them and a friend the week of their birthday!  
(includes one cocktail and one entrée)

Each restaurant has a budget of \$15 to celebrate each and every Snoozer's birthday. A Snoozer's birthday should be celebrated on the day of their birthday, or the closest day scheduled before their birthday.  
(after their bday is ok too, but before is preferred)



**Bonus:** Managers and Mothershippers get to take a paid holiday within the month of their birthday

**HOW SHOULD YOU SPEND \$15?**

What do you think the Snoozer would most appreciate? Here are a few suggestions:

- Beautiful flowers
- A small cake that looks yummy – get their favorite flavor if you can!
- The Snoozers favorite candy or ice cream
- A fun bottle of wine or their favorite beer
- A Snooze Pancake Cake with a fun candle

- THE FINER DETAILS:**
- The \$15 budget applies to all Snoozers
  - Anything beyond \$15 should be considered a personal expense
  - GMs are responsible for all Snoozers in their restaurant
  - RMs are responsible for all General Managers
  - Mothership department Leads are responsible for their team

PER SNOOZER BUDGET	YEARLY RESTAURANT BUDGET	GL CODE
\$15	\$750	Awards/Gifts/Parties → Employee Recognition/ Gifts (Employee Incentive)



# WE ARE MOMENT MAKERS



## SNOOZIVERSARY SHENANIGAN

*AH ONE, AH TWO...AH THREE, FOUR, FIVE*

You have choices in where you grow and sustain your career, and we are grateful that you have chosen us! We know that each milestone year you hit is a symbol of your continued commitment to the Compass and that's worth celebrating!




Snoozers are our secret sauce, and we want to celebrate them! Each restaurant has \$15 to pick up a goody for each Snoozer's Snooziversary – whether that be cupcakes, a special card, succulent or flowers! What do you think your Snoozer would appreciate the most?

**Bonus:** Managers and Mothershippers get to take a paid holiday within the month of their Snooziversary!

**THE FINER DETAILS:**

- The \$15 budget applies to all Snoozers
- Anything beyond \$15 should be considered a personal expense
- General Managers are responsible for celebrating their Snoozer's Snooziversaries in their restaurant.
- RMs are responsible for all General Manager Snooziversaries
- Mothership department Leads are responsible for their team Snooziversaries

All anniversaries can be found in tE, but the Peeps team also sends out a monthly report for your convenience!

SNOOZER CELEBRATION BUDGET	GIFT BUDGET	GL CODE
\$15	Taken care of by Peeps Team	Awards/Gifts/Parties→ Employee Recognition/ Gifts (Employee Incentive)

But wait...there is more, keep going!



**YOU BUTTER BELIEVE**

**THAT NO ONE STACKS UP TO YOU!**

# WE ARE MOMENT MAKERS

## SNOOZIVERSARY SHENANIGANS FROM SNOOZE TO YOU!



Additionally, each Snoozer will receive a gift every year! Check out how we'll recognize our Snoozers who choose us year after year!

*Mothership has this all taken care of, so no stress on you! See below for details!*

90 DAYS → CUSTOM ONE YEAR SNOOZE YETI

YEARS 1-4  
→ YOU PICK AND CHOOSE!  
\$25 GIFT OF YOUR CHOICE PROVIDED VIA SNAPPY GIFTS

YEAR 5 → CUSTOM SNOOZE TOPO BRAND BACKPACK

YEARS 6-9  
→ YOU PICK AND CHOOSE!  
\$50 GIFT OF YOUR CHOICE PROVIDED VIA SNAPPY GIFTS

### ADDITIONAL RECOGNITION TIPS

Mothership is taking care of the ordering and scheduling of gifts, so that you can focus on recognizing Snoozers in the moment!

We want our Snoozers to know how special they are, so when recognizing their Snooziversary, be sure to:

- \* Have a hand-written card signed by the team!
- \* If the Snoozer is working on their Snooziversary, be sure to recognize them on that day.
- \* Be sure to use your \$15 celebrations budget for a "little something extra" on that day!

**YEAR 10!**  
SNOOZE JACK  
PLACED @ HOME  
RESTAURANT AND A  
PRETTY DARN  
SWEET PARTY TO GO  
ALONG WITH IT!  
(\$500 MAX BUDGET)



# WE ARE MOMENT MAKERS

**PARTY TIME AND EVENTS**  
A LITTLE FUN NEVER HURT ANYONE!

We believe Snooze special opportunities throughout the year.

**EVENTS**

- Snooze Birth Celebrations
- Restaurant Anniversary Celebrations
- Summer Celebrations
- Holiday Parties
- Off-site Meetings

**SNACK ATTACKS**  
DON'T GET CAUGHT EMPTY HANDED!

Making Snappy important, & above & beyond. Snappy, and can be used for...

**RECOGNIZING A B.O.B.**  
NO B.O.B. GOES UNNOTICED!

Making Snappy important, & above & beyond. Snappy, and can be used for...

**MAKING THE MOST OF YOUR MOMENTS BUDGET**

IT CAN BE EASY TO LOSE TRACK OF YOUR BUDGET IF YOU AREN'T CAREFUL! WE'VE PUT TOGETHER THE FOLLOWING TOOLS TO HELP WITH KEEPING BUDGETS ON TRACK.

- GL Code Cheat Sheet
- Monthly Budget Report sent out by the Accounting Team
- Be sure you are using every dollar wisely and making moments happen!

**GL CODE CHEAT SHEET**

Is this quick go to guide to ensure you are tracking your budget when reviewing your monthly P&Ls.

EVENT	YEARLY RESTAURANT BUDGET	GL CODE	NOTES
Restaurant Anniversary Celebrations	\$150	Awards/Gifts/Parties→ Parties & Events	Planned by restaurant leaders with assistance from Regional Manager
Summer Celebrations	\$1,000	Awards/Gifts/Parties→ Parties & Events	Planned by Mothership & Regional Managers
Snoozer Birthday Recognition	\$750 (\$15/Snoozer)	Awards/Gifts/Parties→ Employee Recognition/ Gifts (Employee Incentive)	Connect with your RM if you start approaching your budget limit
Snooziversary Gift (individual celebration)	\$750 (\$15/Snoozer)	Awards/Gifts/Parties→ Employee Recognition/ Gifts (Employee Incentive)	Connect with your RM if you start approaching your budget limit
Life Events	\$500 (\$25-\$100 depending on event)	Awards/Gifts/Parties→ Employee Recognition/ Gifts (Employee Incentive)	Connect with your RM if you start approaching your budget limit
Restaurant Holiday Parties	\$250	Awards/Gifts/Parties→ Parties & Events	Planned by restaurant management
Snacks for Team	\$600 (\$50/month)	Meals and Entertainment	Purchases by Restaurant Mgmt Team
Family Meals	\$2,400 (\$200/month)	Meals and Entertainment	Meals offer to whole team
Off Site Meetings	\$500	Meals and Entertainment	Manager to Manager & Manager to Snoozer
Décor	\$450	Awards/Gifts/Parties→ Parties & Events	Includes theme days, Pancake & Bacon Day, & Holiday Décor

**PER MONTH BUDGET**

\$200

Build the **SYSTEMS** that support your culture.

Give your teams the **TOOLS** to run the systems you create.

Build **PROCESSES** that empower your leaders to make a difference.

# SYSTEMS, TOOLS, PROCESSES AND PROGRAMS

- \* How do your systems, tools, processes and programs support your norms and behaviors?
- \* Do your systems, tools, processes and programs act as a barrier to delivering on your values, norms and behaviors?
- \* What systems, tools, processes, and programs do you need to build to support your values, norms or behaviors?

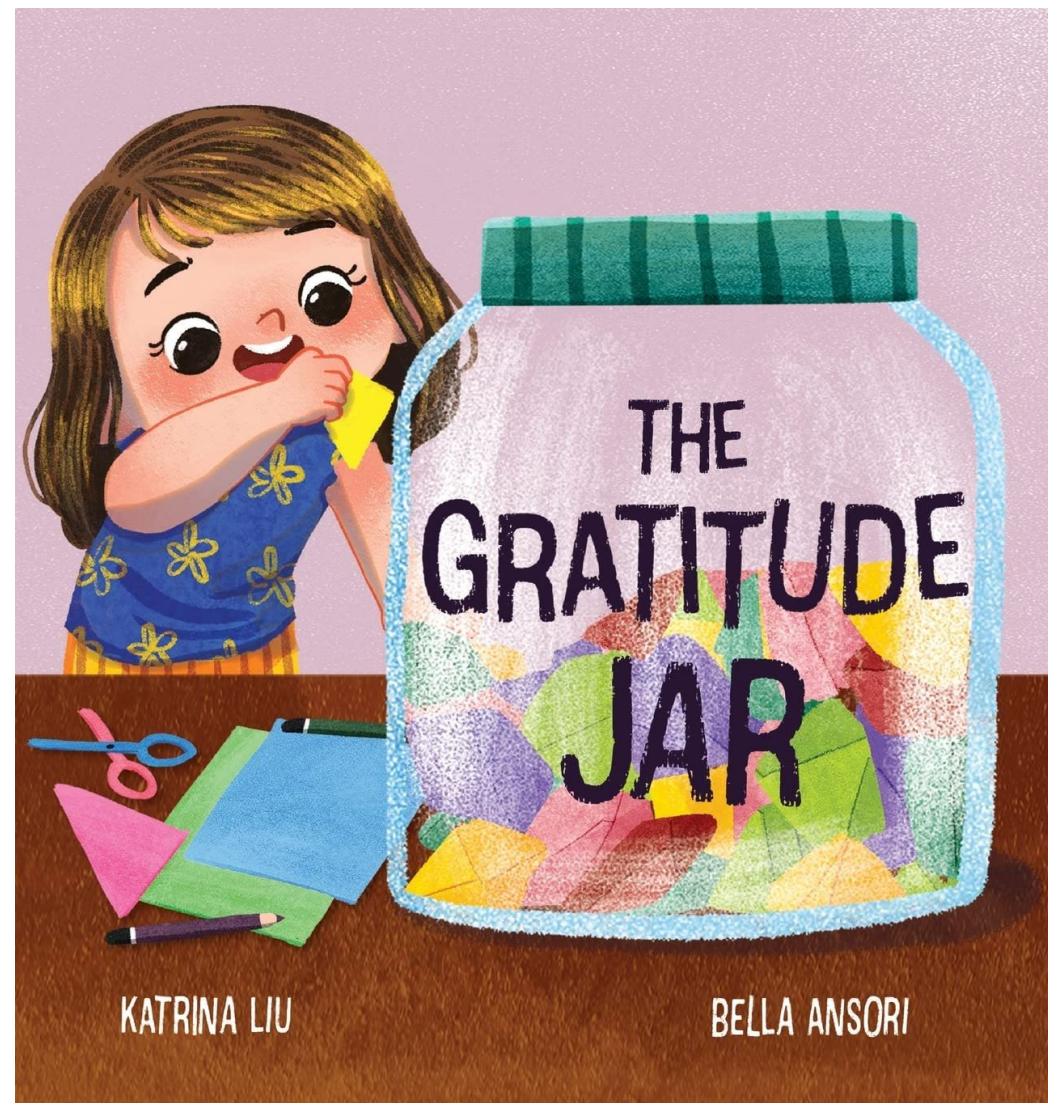
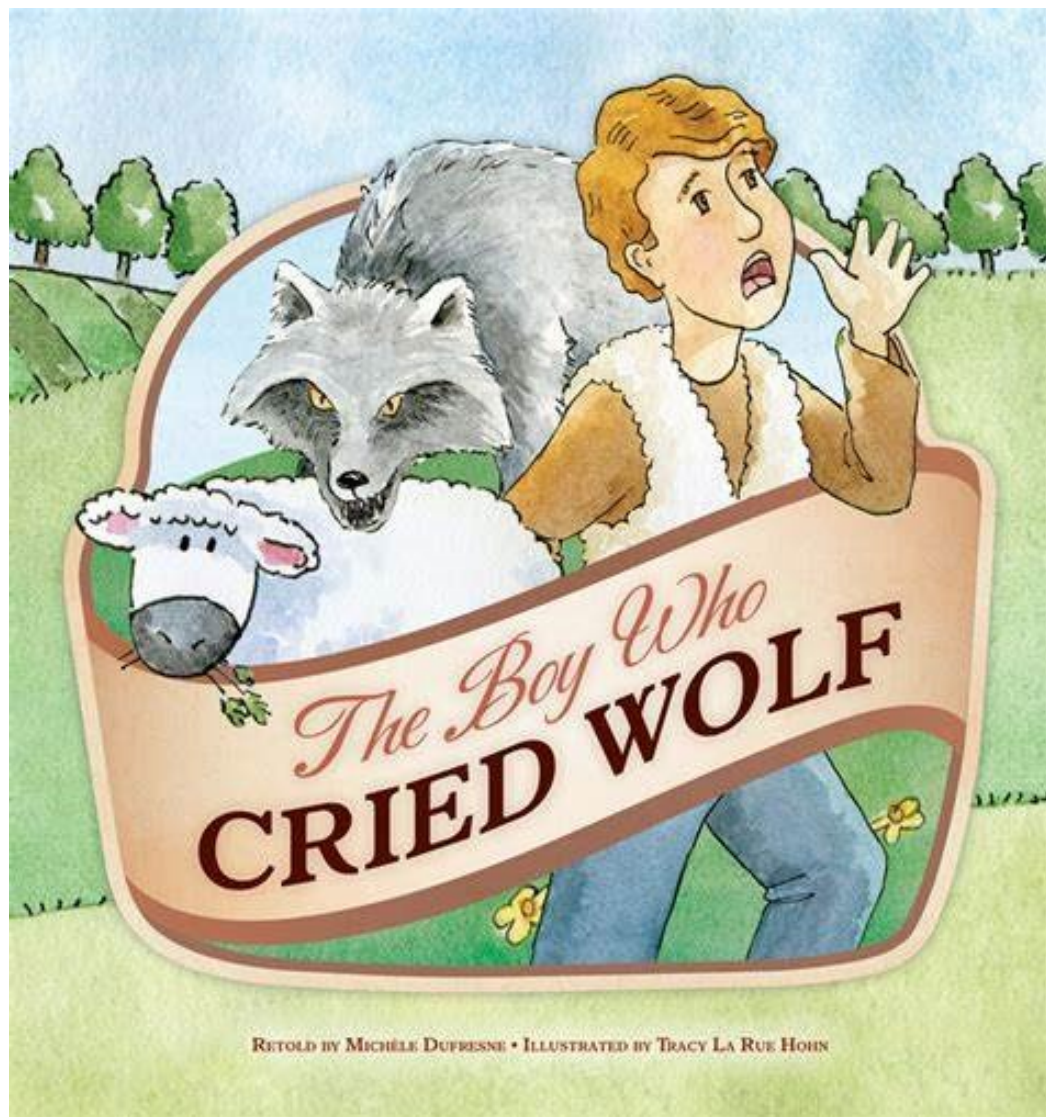




THE STORIES THAT ARE  
**BEING TOLD**

What your people say when no one is looking (the gossip factor).

# WHY STORYTELLING MATTERS



# WHY STORYTELLING MATTERS

- \* Stories are universal.
- \* Stories help us understand our place in the world.
- \* Stories help us learn how to act wisely.
- \* Stories help shape our perspective of the world.
- \* Stories help us understand other people and their perspectives.
- \* Stories pass down knowledge and morals.

***WHAT ARE THE STORIES THAT SHAPE YOUR COMPANY COMPANY?***

# YOUR STORY

- \* What is the story being told about your business by your people or your guest?
- \* Does your story resonate with both your people and your guest and how do you know?

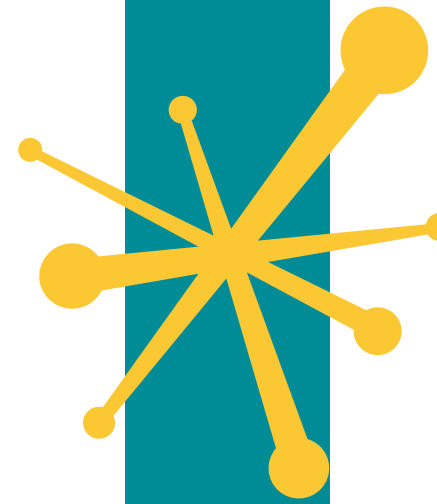
**C<sup>5</sup>**  
**CULTURE**

# THE IMPORTANCE OF **FEEDBACK**

Having the mechanisms in place to encourage feedback at all levels. The feedback loop.



# WHY DOES *FEEDBACK* MATTER?



# FEEDBACK

- \* How often do you ask for feedback and how?
- \* Does your culture foster a safe place for feedback?
- \* What do you do when you receive feedback?
- \* Do you require feedback as a regular behavior?



$$(C^5 + O) \times I = E$$

**(CULTURE + OPERATIONAL EXCELLENCE) x IMPACT = ENGAGEMENT**

- \* Who You Are: Mission, vision, values, beliefs, and shared language
- \* Behaviors and norms
- \* The systems, processes, and programs which support those behaviors
- \* The stories that are told
- \* The Importance of Feedback
- \* How You Operate: What is your "True North"
- \* Accountability to yourself
- \* Accountability to your stakeholders
- \* Accountability to what you believe in
- \* Why You Do It: What is the purpose you are serving?
- \* The impact you have in the lives of your Snoozers and Guest
- \* Doing better in the world:
  - \* The impact you have in your communities
  - \* The impact you have on the planet





# OPERATIONAL EXCELLENCE

**#1**

How You Operate:  
What is your “True North”?

**#3**

Accountability to your stakeholders: Meeting the needs of the business and being guided by your “True North”.

**#2**

Accountability to yourself: Holding yourself accountable to always doing the right thing and showing up as your true authentic self.

**#4**

Accountability to what you believe in:  
Standing by your beliefs.



# IMPACT

## #1

Why You Do It: What is the purpose you are serving?

## #2

Your Employees: You have the ability to impact the lives of your employees through development, total rewards, and by creating a place where they can be their best self. **CREATE MOMENTS!**

## #3

Doing better in the world: Taking the steps do better in the world. Engagement increases when your employees are connected to something bigger.





**CULTURE IS THE KEY TO ENGAGEMENT**

**ENGAGEMENT = RETENTION**

**RETENTION = ABILITY TO MEET THE NEEDS OF OUR  
GUEST AND SNOOZERS**

**THIS ALLOWS YOU TO CHANGE  
THE WORLD THROUGH PANCAKES**

# HOW DOES LOVE SHOW UP @ SNOOZE?

Heart Leadership shows up in **EVERYTHING** you do. How you show up in those pivotal Snoozer **MOMENTS** matters.

Every interaction is an opportunity to **CREATE** a moment!

When your systems, processes, tools and programs are designed with **HEART** in mind you have the ability to impact the lives of your team.



PEOPLE \* PLANET \* PANCAKES



IT ONLY TAKES A MOMENT  
- TO -  
MAKE A DIFFERENCE



**KINDNESS  
MATTERS**



**IT ONLY** TAKES

**A MOMENT**

 **TO MAKE A** 

**DIFFERENCE**



**JEREMY EDMONDS**

**(303) 522-2265**

**JEDMONDS@SNOOZEEATERY.COM**



<https://www.linkedin.com/in/jeremyedmonds/>

