

Employee Training V.S. Profit in the QSR Industry

Drew Busa

Factors Causing Imbalances:



Rising Turnover

Turnover

150% turnover average for QSRs

Lack of Motivation

Robotic like job and small opportunities for growth and development

Decreasing Job Satisfaction



Rising Costs

Food & Labor Cost

Slimming margins due to ever increasing costs - cuts must be made elsewhere

Is Training the Solution?



Better Serve Guests

Gain valuable customer service and problem solving skills.

Gain More Knowledge

Learn brand standards and proper procedures, while gaining efficiency.

Retain More Employees

Builds confidence and increases job satisfaction.

Increase Profit

Leads to less turnover and overall gain in revenue due to increased guest satisfaction.



Types of Learners

01

Visual

Make sure the employee watches the training videos in full and retains the information.

02

Auditory

Thoroughly explain tasks to the new employee and have them repeat how to do the task back to them.

03

Kinesthetic

Hands on how things are done and actively do the tasks with them

04

Reading/Writing

Read job aids and manuals on proper procedures

Training and Development Program





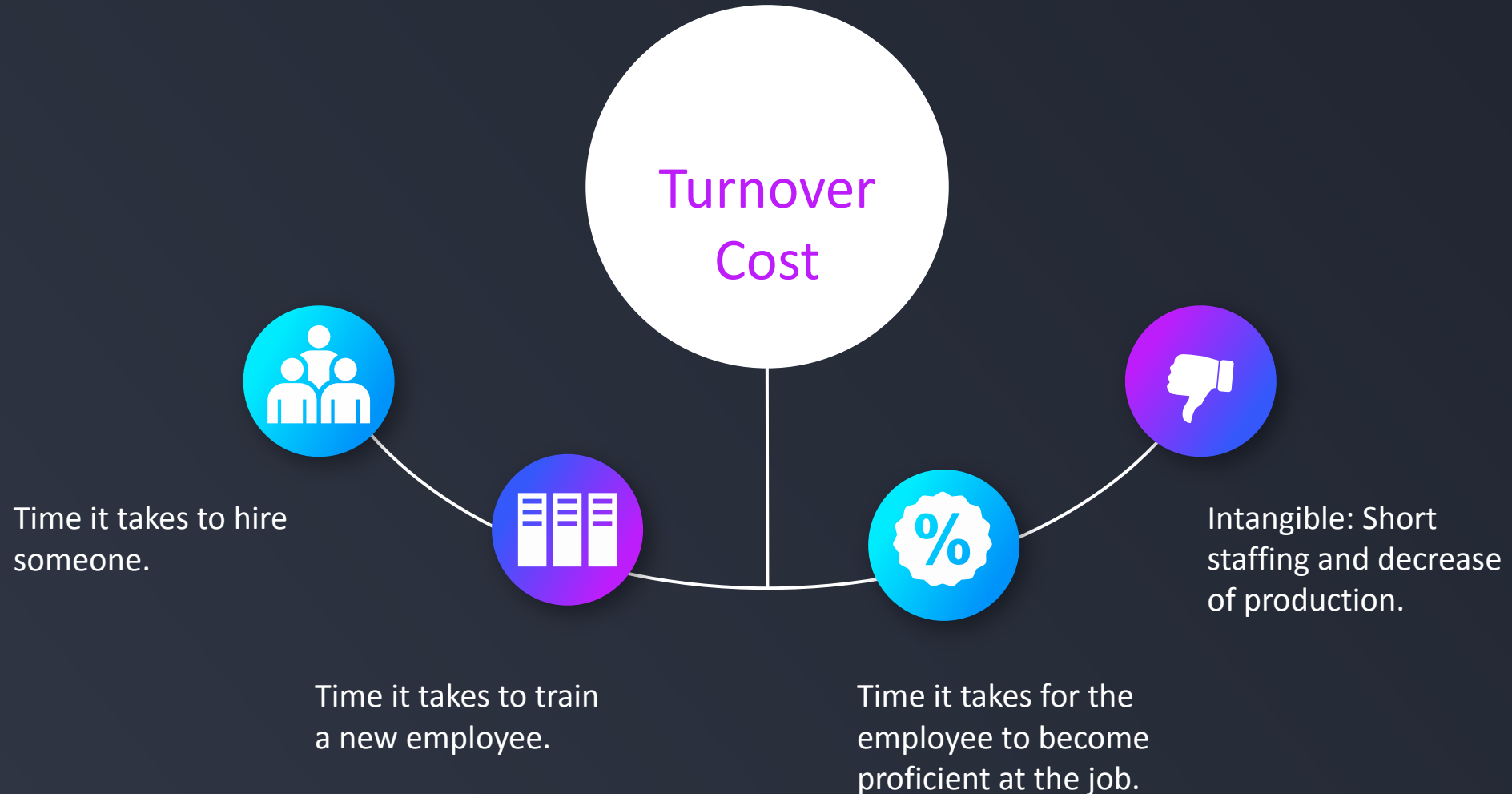
Hesitation to Train?



What is the point?

With and Industry average turnover rate at 150%, it is hard for QSR managers to rationalize putting some much time, money and effort into employees who may not even last 6 months.

What is the Cost of Turnover?



How Much to Spend?



Training Budget

In order to yield maximum profit a QSR must remain in budget when deciding how much to invest in a training program, turnover cost is how restaurants must identify how much money can be invested in the program in order to stay within equilibrium.



THANK YOU!

Does anyone have any questions?



01

SPRING

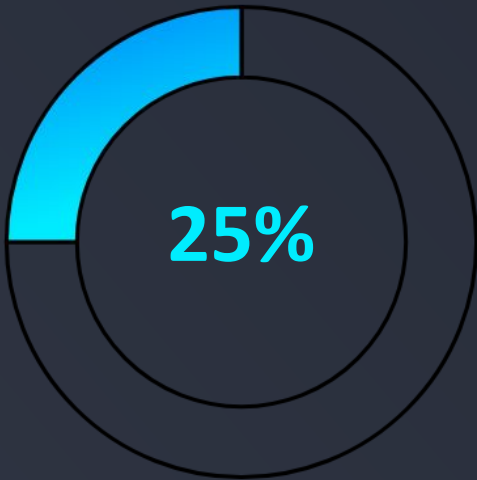


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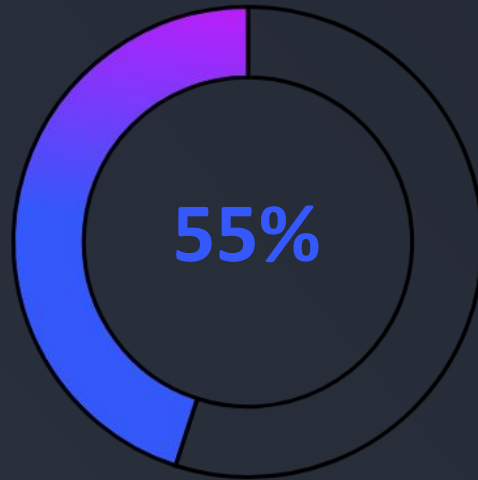


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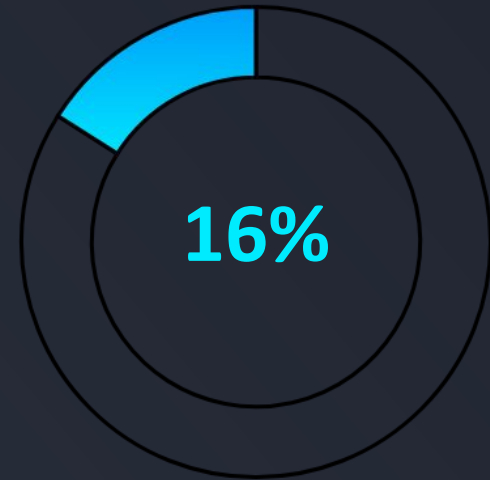
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70%

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SUMMER

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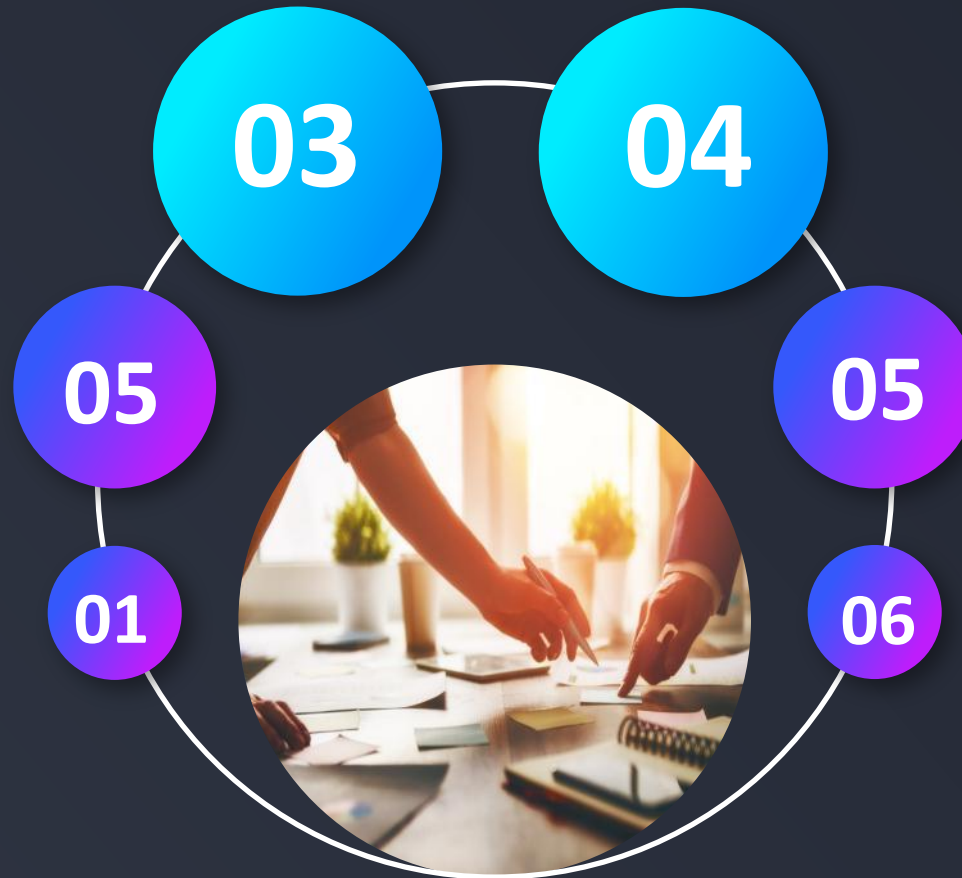
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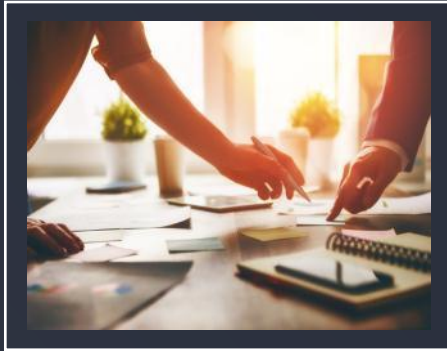


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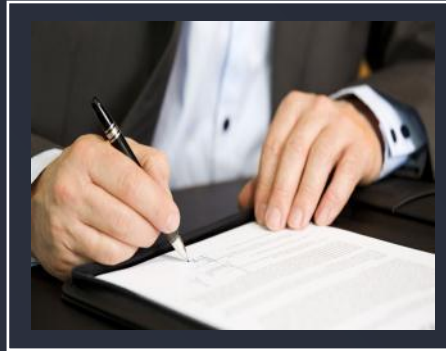
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WINTER



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