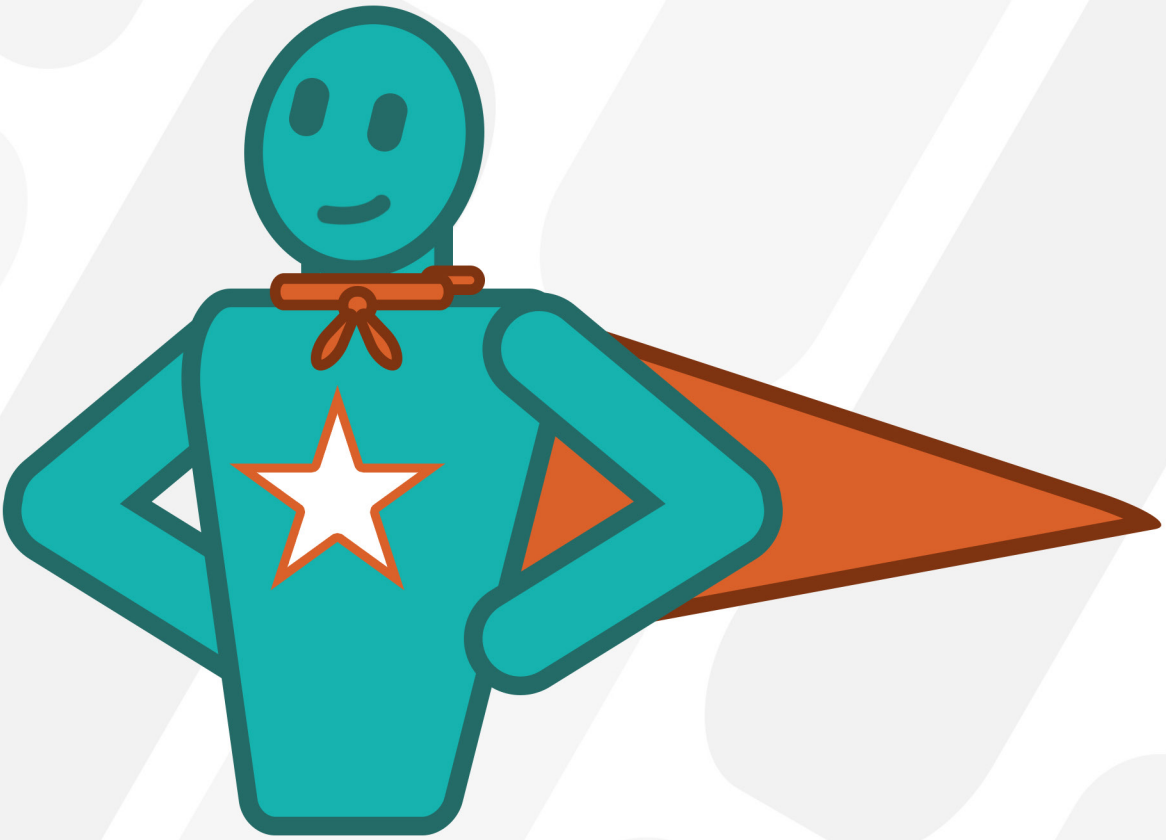
The Catering Institute™

Why Servant Leadership is Crucial for A Successful Catering Program

A Catering Institute Original Essay by Erle Dardick, *Founder and CEO, The Catering Institute™*



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I know, I know, I go on a lot about leadership. You are probably tired of hearing me already! The thing is, as I continue this incredible journey as the founder and CEO of MonkeyMedia Software, I am just so lucky to meet so many amazing leaders. Great leaders, with great ideas, teams and execution. So, this got me thinking about my own leadership abilities. After all, my job is to serve my team at MonkeyMedia Software.

> *While this catering leadership is crucial to the success of your catering program, it's even more crucial that the C-level brand leaders serve these new "catering stakeholders."*

I work with a lot of restaurant brands at the C-level to help them get more comfortable with their off-premise service strategy. In every successful case, there is always someone driving the catering operation that lives and breathes catering all day long – 24/7/365.

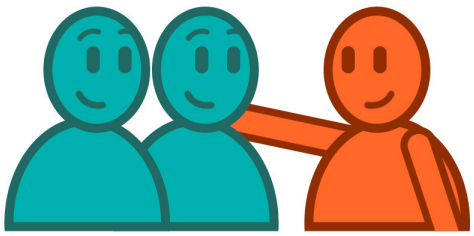
While this catering leadership is crucial to the success of your catering program, it's even more crucial that the C-level brand leaders serve these new "catering stakeholders."

Without the support structure in place at the highest level of your organization, mid-level managers and front-line employees at the store-level will have a hard time carrying out the mission of your catering strategy. They just won't be able to succeed and deliver results.

Top line leaders must not only be supportive, they must live to serve their team members and set them up for success in catering, just like any other business channel. Never lose sight of the big picture, and make sure that you wake up every day to serve your off-premise stakeholders if you want to realize positive results in your catering business.

Servant leadership works!

Let's talk catering.



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About The Catering Institute

The Catering Institute is a leading educator in takeout, delivery and catering, providing training, certification and consulting to restaurant operators and their teams.

The Catering Institute is a private, independent academic institution. Led by founder and CEO Erle Dardick, the faculty at the Catering Institute is passionate about helping brands excel at feeding their customers where they Live, Work & Play™.

Learn more:
www.cateringinstitute.com

About Erle Dardick

Erle Dardick is a 17-year catering veteran, business turn-around expert and author, best known for helping multi-unit restaurant executives create successful catering revenue channels. Erle founded both MonkeyMedia Software and The Catering Institute. He is also the Author of "Get Catering and Grow Sales! A Strategic Perspective for The Multi-Unit Restaurant Executive."

Get Catering and Grow Sales!™

A Strategic Perspective for the Multi-Unit Restaurant Executive

By **Erle Dardick**

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As Partners in Education, MonkeyMedia Software, PepsiCo Foodservice, and Catering Insights work with the Catering Institute, to help restaurant operators grow sales and increase profits by educating them to become experts at feeding their customers where They Live, Work and Play™.

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