



Epic Leaders

Case Study | Epic Leadership Academy
Client Success:
Casual Dining Franchise Operator

THREE  FOUR
COACHING

Scaling Leadership & Culture in a Fast-Growing, Multi-Brand Company

Client: EYM Group, Inc

EYM Group, Inc. is a multi-brand franchisee company made up of some of the world's most recognized brands: Denny's, Burger King, Panera, KFC, and Pizza Hut.

Founded in 2008, EYM Group, Inc. quickly grew from one restaurant to 350 restaurants in just 11 years.

The brands EYM Group acquire are household names. They are valuable because of their loyal customers who trust the brand and have an emotional attachment to them.

EYM Group's rapid growth has come through a high number of acquisitions and several newly built locations. Acquisitions are delicate business transactions. It is extremely important for EYM to remain mindful of brand value and allow the brands to stand on their own, while also providing them with all of the benefits and resources gained from becoming a part of a larger corporation.

How do you retain the quality and uniqueness of each acquired brand while also creating a consistent leadership style and service delivery across all brands?

Challenges:

This case study explores solutions to multilayered challenges EYM Group faced as a result of its substantial, rapid growth. Though these challenges are specific to EYM Group, they are not unique in rapid growing businesses.

How can EYM Group:

1. Create a strong bench of highly trained individuals who are prepared to be promoted into leadership positions to support the growth?
2. Quickly upskill managers so they are able to effectively manage multiple locations?
3. Manage brand consistency while integrating employees into the EYM Group company culture?
4. Provide leadership education in a fast-paced environment when people live across multiple states?
5. Develop the leadership skills of the team to ensure the business doesn't outgrow the skill set of the leaders?
6. Manage the cost and time of recruitment and new hire training while building the bench of promotable leaders in the organization?

Only 14%
of CEOs believe they
have a strong bench
to execute their
business strategies.

Forbes
INSIGHTS

Solution: Epic Leader Leadership Academy

The challenge resolution for EYM was twofold. While the company faced many common challenges of fast-growing companies, the company also faced challenges unique to brand acquisition. EYM enlisted the services of 304 Coaching, LLC for their expertise in facilitating fast growing companies develop fast growing teams.



“The most critical point for companies is the period in the life cycle where they get past market launch and enter a phase of rapid growth, where they are increasing market share and revenue share. If your company out arcs the skillset of your team, the momentum drops and business will decline. Our programs are designed to prevent this from happening.”

Jennifer Thornton

To effectively resolve identified challenges and accommodate for future growth, 304 Coaching, LLC custom designs the Epic Leader Leadership Academy to meet the specific needs of the business.

Epic Leaders is a 6 – 12 month Leadership Academy that allows individuals to develop leadership competencies while learning specific leadership skills. This unique approach allows individuals to grow in multiple ways within one program.

The first step to resolving EYM’s challenges and designing the Epic Leaders Academy was to identify the learning needs of all employees. 304 Coaching, LLC worked directly with the company executives to determine specific competencies and specific skills that were needed to drive business results. EYM enlisted the services of 304 Coaching, LLC for their expertise in facilitating fast growing companies’ ability to develop fast growing teams.



“As a CEO of a rapid growing company, I’m proud that I’m offering leadership education to my teams. Ensuring you have well educated leaders is at the core of a CEO’s responsibility.”

**Eduardo Diaz, CEO
EYM**

The Platform:

Epic Leaders is a flexible, e-learning leadership development platform, designed for the demands of busy localized and virtual teams.

In working with the EYM Group leaders, it was determined that the following competencies and skills were needed to drive current and future business:

Competencies

- Developing Self-Awareness
- Continuous Learning
- Acting with Integrity/Honesty
- Effective Communication
- Building & Maintaining Relationships
- Managing Accountability
- Leading Self & Others
- Critically Evaluating
- Setting Direction
- Creating & Leading a Clear Vision
- Building & Promoting Partnerships
- Strategic Thinking & Vision
- Develop Strong Communication and Interpersonal Skills

Skills

- Build and manage with your own specific leadership brand
- Leading within your core values
- Owning and driving your career development experiences
- Build highly engaged teams
- Influencing others
- Driving direct report's performance through coaching vs performance management
- Strategic time management

"The courses are pushing the bar for me to think outside the box and strive for excellence. It all starts with the leader and the insights have been great. I'm able to set bigger goals than I thought possible and put forth the different leadership styles needed to lead my team to success."

C. Meyers

Outcome:

Measuring an ROI of a leadership academy is an important part of the process. EYM Group, Inc achieve both quantitative and qualitative results. The quantitative results were a **20% decrease in the turnover in the leaders who participated in the Epic Leader program** over those in the same positions that did not participate in the program. This decrease in turnover yielded a multiple six figure savings in cost and lost revenue. The qualitative results were measure by feedback surveys. The feedback included:

Learner's Feedback:



100% of the trainees who participated in the program would recommend that the company continues to use Epic Leaders to develop leaders within the company.



Participants rated their overall experience working with Epic Leader certified trainers.



Learners felt valued by the investment the company made in them and requested to attend next level academy.



Learners were able to link what they gained in Epic Leaders to a positive business result.

Conclusion:

EYM Group's biggest challenge was maintaining the integrity of each individual brand while creating a consistent leadership style and service delivery process for company-wide implementation. The Epic Leader Academy allows for complete customization to fit the educational needs and levels of each learner. Unique to other leadership development programs, Epic Leaders is supported by materials and guides that support developmental conversations between leaders and their team.

**Future of work starts with today's learning strategy.
Contact Jennifer Thornton A.C.C., founder of 304Coaching
to schedule your strategy session.**