



DISRUPTIVE METHODOLOGY

Root helps organizations activate strategic change at every level by focusing on people's emotional and intellectual engagement to deliver growth, results, and, to be honest, fun. 70% of the Fortune 50 has worked with Root to make change stick.



Leadership Alignment



Integrated Learning



Cinematic Storytelling

UNLOCKING TALENT

CUSTOMER EXPERIENCE

THE CHALLENGE

DIVERSITY, EQUITY, AND INCLUSION

With 1,000+ locations (50% company-owned and 50% franchised) and more than 50,000 employees, this global organization saw an opportunity for its restaurants to reinforce its values, purpose, and culture. The goal was to ensure that every person, in every location, feels they're in a safe, fun, and inclusive environment.



50,000+ EMPLOYEES

1,000 RESTAURANTS



THE PLAN

Great customer experiences begin with the employee experience. Leaders partnered with Root to deliver interactive and engaging employee-focused experiences that developed the intellectual and emotional understanding of what a diverse, equitable, and inclusive culture means for everyone.

1 DEFINE YOUR FUTURE: Align Key Stakeholders

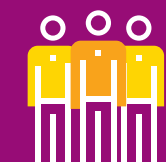
By working through key questions, leaders become clear on priorities, behaviors, and objectives.



What does it mean to unequivocally believe in our purpose and values?



How do we define what a more safe, fun, and inclusive environment looks like?



How can we equip and support team members to approach real-life situations most effectively?

2 BUILD AN ORGANIZATIONAL MOVEMENT: Engage Employees

The Root experience fosters a safe space to have challenging and uncomfortable conversations that build awareness, acknowledge truths, create aspirations, identify actions, and support future accomplishments.



A workshop to connect the hearts and minds of team members using:

- Film
- Dialogue
- Small-group interaction
- Personal reflection



Open and honest dialogue brings difficult concepts to life and gives team members the opportunity to work through scenarios in a collaborative space.

THE TALLY

“This opens a whole new ballpark of who we are at the core. This allows **all walks of life to come through our doors** knowing that whether they put on an apron and swipe their clock-in card or choose to experience a game with us, **they can do so comfortably and safely.**”

— New Location Opening Team Lead

“I have never experienced such a **powerful and unifying tool** in my entire career. To be able to **honestly discuss our bias, preconceived opinions, what we think people believe about us, and what we think of others** was eye opening. To have a safe environment to discuss this was incredible.

It really gave our GMs an opportunity to become the captains of our ship and **be leaders we can buy into and trust.**”

— Local Management Team

“This is one of the **best sessions I've ever gone through.** All franchisees and owners should go through this.”

— Franchisee