

CHIPOTLE MEXICAN GRILL

(Sustaining Integrity: A Digital Transformation Strategy for Chipotle)



Stakeholder Questions

1. What are the biggest challenges you face with employee turnover?
2. What are the current criteria for evaluating supplier performance?
3. What issues do you encounter with ethically sourced supply chains?
4. What workforce technologies or platforms are currently used?
5. What metrics are used to measure customer satisfaction across digital platforms?
6. How do you currently collect feedback on new menu items?
7. What are your priorities for digital innovation in the next year?
8. What does a successful outcome from this consulting engagement look like to you?