

## **Our Mission Statement**

Making It Happen! We can't wish to live up to our core values, we must take action. We are committed to Making the very best Quality, Service, Cleanliness, Sales and Profits Happen every day. We are forever committed to Making It Happen in our personal and professional lives, for our guests, and for our communities.

## **Our Core Values**

**Quality of Product** – We will never serve anything we aren't proud of or wouldn't eat ourselves. We will always follow the proper procedures, train our crews and always check for freshness, temperature and rotation

**Have Fun** - We will make the workplace fun. We will engage our guests, joke with each other while delivering the very best product, quickly, and in the cleanest environment.

**History** – We will know and teach our history so that we may all know where our shared values come from, to build pride in the accomplishments of those that built the business before us, and to encourage Esprit de Corps.

**Employees** – We take care of our employees & in turn they take care of our guests who will come back again & again.

**Aggressiveness** – We will build our business with an aggressive and winning spirit. If guests don't show up at our door we will steal one. We will fight for the Business. We will Compete. We will not stand by and watch the last guest leave and we will never let shyness stand in the way of our success.

**Honesty** – We will maintain our integrity in our word our message and our deeds. Honesty is a critical component in all areas of our business including inventory counts, cash management, and most importantly when dealing with our employees, peers, supervisors, and guests.

**Hard Work Ethic** – We will work hard and always be proud of our hard work. We celebrate it. We will be productive and strive to work smarter AND harder.

**Confidence** – We will believe in ourselves and know that we can accomplish anything we put our minds to.

**Accountability** – We will never argue with the referee. We will always take full responsibility and never point the finger up, down or sideways.

**Never Quit** – We will be persistent! We will never throw in the towel. Like our founder, Carl Karcher, who failed more times than he succeeded but he kept getting up and trying again, we will persist until we succeed.

**Positive attitude** – We will make positive thinking a practice. We will make today a Great Day.

**Intensity** – We know that every day is game day for us. Like an NFL football player preparing for the game, we will bring that same intensity and motivation with us.

**Improvement** – We will always raise the bar and always seek a challenge. We will make today better than yesterday and never be satisfied with good enough.

**Preacher/Communication** – We understand that in our business we must be like Preachers and School Teachers. We are going to say and train the same things over and over and always find a way to keep it fun and fresh.

**Respect** – We build self worth in ourselves & others by showing care & consideration. We practice the Golden Rule.

**Teamwork** – We will celebrate others successes. We will help them succeed and know our success will come. We know teamwork makes for an enjoyable, energized, and satisfying workplace.

**Stewardship** – We will always take care of our people and give back to our communities.

**Diversity** – We know a diverse group always brings more perspective, ideas and outreach that not only benefit our business but helps us grow as individuals.

**Shock & Awe/Make Their Day** – We will always go the extra mile to satisfy our guests by doing the unexpected. We know our Guests are the reason we are in business. They are our boss.

**Always offer a Carrot and a Stick** – We know that any good system will reward good and punish bad but it MUST do both to be successful.

**Consistency** – We will remain steady. Unlike a raven, constantly distracted by a new gimic, toy, or system, we must keep our discipline.

We know if stay true to these values, we won't have to wait for new programs, gimics, systems, or lipservice to succeed.