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September 20, 2018

Ms. Sinceree Gunn

English Department

University of Alabama in Huntsville

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**Subject: Proposal for Dunkin Donuts Training and Organization Modification**

Dear Sinceree:

Companies often go through a period where they update original training manuals or modify their processes of organization in the workplace. Usually these changes are implemented by corporate staff after the idea comes up when certain processes no longer work for the company. There are a multitude of changes, updates, and new directions that can be made to different documents. Each company’s needs differ from another in what they are looking for, or what they believe needs to be changed. Dunkin Donuts is currently looking to formulate a stronger method of utilizing training materials to create higher productivity and better trained employees. My project for EH 301, due November 15, 2018, will address these issues by modifying the existing guidelines and adding new information to formulate new ideas in the work environment. My proposal will discuss Dunkin Donuts, the project’s purpose and scope, the sources I plan to use, and my qualifications. Also, my Time and Task schedule and a Preliminary Bibliography will be attached at the end of my proposal.

AUDIENCE AND PURPOSE

My audience is the employees and corporate managers of Dunkin Donuts. Dunkin Donuts has noticed a lack of thorough training of employees and disorganized shifts that lead to a stressful work environment. The company is interested in finding highly efficient methods to escalate performance within the company. They are also seeking to create an ideal work environment that outputs quality product and efficient team work. This research has the potential to lower the cost of labor and increase productivity, if the methods developed are proven to be successful. I strongly believe the research could lead to easier shifts, lower occurrences of incomplete tasks, and encourage employees to better their team work or leadership skills. My purpose in completing this research is to help remodel the already existing work guidelines to output the desired increase of organization, team cooperation, and qualified employees.

SCOPE

In response to this need for a change in processes, I have been prompted to use personal experience in the workplace and topical research to holistically present better methods for the company. My audience can benefit from focusing on six subtopics in order to achieve optimal success in their pursuits. For my final research I will create new models for step-by-step training, task management, leadership development, shift organization, team cooperation, and the benefits of updating the methods currently used in Dunkin Donuts.

**Step-by-Step Training:** I plan to research and create a step-by-step training guide that will provide accurate and thorough learning experience with Dunkin Donuts products. I will take the time to research the best training methods for fast food and use my first-hand knowledge of the restaurant to create a method unique to Dunkin Donuts.

**Task Management:** I plan to research task management in the work place and how to help employees better understand how to manage busy shifts with heavy workloads throughout their time with the company. This would allow employees to feel more confident of their place and also increase their rate of service by utilizing good balance.

**Leadership Development:** I plan to research deeper understandings on qualities of leadership and what makes someone a well-rounded leader in order to create a guide for leadership development. This will allow the company to identify some of the best candidates for leadership positions and allow them to promote those with the highest qualifications.

**Shift Organization:** I plan to research the best ways to designate tasks and connecting that with the shift organization already in place with Dunkin Donuts. By looking at the existing format and researching other formats, I plan to develop a more detailed shift set-up that can optimize work done in a single shift.

**Team Cooperation:** I plan to research recommended solutions for team cooperation, conflict resolution, and team building methods that can help teams at Dunkin Donuts perform better in unison. Exercises that can be practiced daily in the workplace that can produce a team that works closely together.

**Benefits of Modernization:** I plan to research the benefits of remodeling the way a company trains and runs the workplace. I will investigate the pros and cons of trying new methods. I will also provide first-hand witness accounts of how change in the workplace affects team members and leaders in the company.

My Time and Task Schedule for completing this project can be found at the end of this proposal (Attachment 1).

SOURCES

My project will use primary and secondary sources.

My primary sources will include an interview with Kim Mitchell and a survey of team members of the Charger Union Dunkin Donuts. Kim Mitchell will provide the most important insight on what needs to be changed in the work place due to her role as the Retail Manager. The survey of the team members will also allow for a holistic understanding of the desires from the team and what they believe needs to be fixed.

My secondary sources will come from the internet and training manuals provided by Dunkin Donuts. These sources will allow me to understand Dunkin standards and combine them with thorough research on the optimal ways to execute the standards in the work place. One of the most prominent sources is access to physical training documents found in the store itself. These documents will form the base from which I can develop more advanced procedures. Another source that has proved to be most helpful in my research is the “Guide to Managing Human Resources”. This guide provides suggestions for ways to better manage a workplace and provides a breakdown of several topics including some that I will cover in my project.

My Preliminary Bibliography for this project can be found at the end of this proposal (Attachment 2).

QUALIFICATIONS

I have worked in the customer and food service fields for almost five years. In this time, I have experienced different work environments and different types of leadership in each company. I learned several lessons in each job; including service, leadership, organization, task management, and team building. I have helped train employees in Starbucks standards and recently been promoted to a Team Lead at the Charger Union Dunkin Donuts. I have been tasked to ensure all standards are followed thoroughly and help the shift run smoothly. I have experienced what works and does not work in an environment such as Dunkin Donuts. Alongside my work experience, I have presented several research topics throughout my academic career. I have presented speeches on topics I am passionate about, written several academic research papers, and delivered oral presentations in a classroom setting. With this combination of academic written and oral presentation experience, I can utilize my skills to create a well-rounded project. Due to my experience and my desire to see the company grow, I can provide insight on how to update the workplace guidelines in order to help improve the efficiency of Dunkin Donuts.

I would appreciate any comments or suggestions you have on my project. I look forward to receiving your approval for this project.

Sincerely,



ATTACHMENT ONE: TIME AND TASK SCHEDULE

**TASK** **Completion** **Date**

**Primary Research Tasks**

1. Interview employees to get better understanding Oct 12

of expectations

* 1. Kim Mitchell- Manager
  2. Coworkers- Data collection

**Secondary Research Tasks**

1. Search UAH Library and Internet for information Oct 12

on work place techniques and processes

**Writing Tasks**

1. Write draft of report Oct 19
2. Revise draft Oct 23
3. Type Title page and Table of Contents 0ct 25
4. Type Introduction and Work Cited Oct 25
5. Blend sections Nov 1
6. Revise final project Nov 8
7. Print and Bind project documents Nov 13
8. Submit final report Nov 15

Oral Presentation Tasks

1. Prepare PowerPoint presentation Nov 16
2. Rehearse presentation Nov 18
3. Present PowerPoint speech to class Nov 20

ATTACHMENT TWO: PRELIMINARY BIBLIOGRAPHY

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