

Leadership Training: The Chick-fil-A Leadership Model for Business Success

This leadership training: the The Chick-fil-A Leadership Model is jointly organized by IpohBUG and Faculty of Business and Finance (FBF, UTAR). There will be two trainings conducted by a group of Chick-fil-A store owners on 19 July 2019 from 9am to 12pm for session one and 2pm to 5pm for session two.

Background of Chick-fil-A:



Chick-fil-A (chik-fil-Ay, a play on the American English pronunciation of fillet) is an American fast food restaurant chain headquartered in the city of College Park, Georgia, specializing in chicken sandwiches. Founded in May 1946, it operates more than 2,200 restaurants, primarily in the United States. Through their international involvement in serving the community worldwide, they have been entrusted to partner with Chick-fil-A to bring some of their store owners to conduct training in Malaysia. The company's reported revenue for the year 2018 was above US\$10 billion. These store owners that are coming to Malaysia contributed to the enormous revenue made. Chick-fil-A encourages their store owners to make positive impact in individuals, communities, and nations. They believe their people have something unique to contribute to the world. There is an attachment that briefly introduce Chick-fil-A and Lifeshape.

For more detail regards to The Chick-fil-A: <https://www.chick-fil-a.com/>

The training team will be in Ipoh from 16 - 19 July 2019. The team is interested to conduct a one day training for UTAR business students on their Chick-fil-A Leadership Model for Business Success. The training is conducted for free as part of their giving back to the community.

Detail of Training:

Date : 19 July 2019 (Friday)

Session 1 : 9am to 1pm

Session 2 : 2pm to 6pm

Venue : H214

Below are the framework of the training:

The Chick-fil-A Leadership Model:

After extensive research was concluded, and context of Chick-fil-A added, the training department derived the following five practices that outline what Chick-fil-A leaders know and do. Fifteen skills are embedded in the five practices.

Effective Leaders at Chick-fil-A:

Practice 1: See and Shape the Future

Definition: Creates and communicates a compelling vision of the future that engages others. Exhibits the ability to personally follow through and to do those things necessary to make that vision a reality.

Skills: Planning for Success, Making Decisions, Communicating Effectively

Practice 2: Engage and Develop Others

Definition: Recruits and selects the right people for the right job. Challenges every individual to do their best and is committed to every individual's growth and development.

Skills: Building a High Performance Team, Coaching, Developing Others

Practice 3: Reinvent Continuously

Definition: Possesses a never-ending focus on improvement. The ability to generate new ideas as well as to embrace and encourage change for better business and personal results.

Skills: Thinking Creatively, Solving Problems, Handling Change

Practice 4: Value Results and Relationships

Definition: Demonstrates the ability to generate positive, measurable results and cultivate great relationships with the people they lead.

Skills: Getting Results, Maintaining High Performance, Building Relationships of Trust

Practice 5: Embody the Values

Definition: Exemplifies the non-negotiable values that comprise our corporate culture.

Skills: Demonstrating Self Leadership, Building the Chick-fil-A brand, Living Chick-fil-A values.

Following the training:

Great leaders are willing to serve others and put others before themselves. Using the SERVE model, individuals and organizations will increase their effectiveness by realizing that success is a direct result of skilled leadership. The SERVE model offers a discussion and common language around your organization's leadership.

Interested Students are Welcome to register yourself via below link:



UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Jointly Organised by IpohBUG and Faculty of Business and Finance (FBF, UTAR)