



TY BOYD CLIENT CASE STUDY

Eurest USA

*Leading food service
provider for the business
& industry market*

WWW.TYBOYD.COM



ABOUT EUREST

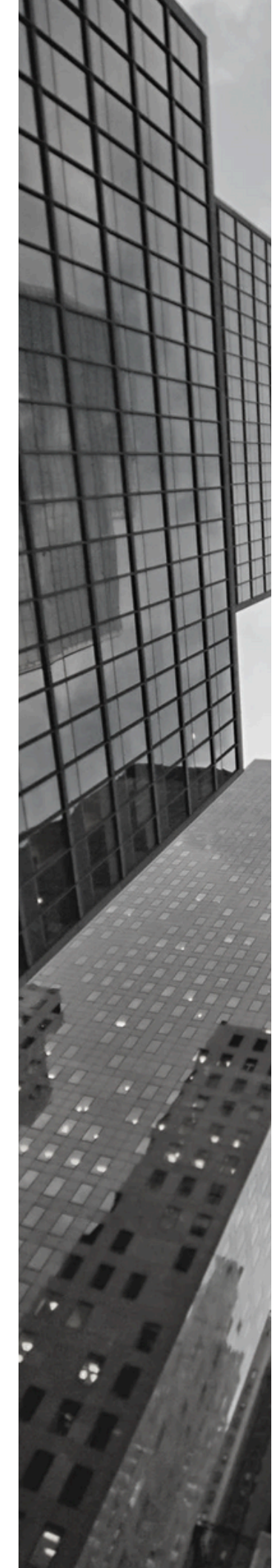
Delivering memorable food and guest experiences, Eurest is the leader in hospitality, food services and culinary excellence, setting the table for our nation's workforce and industries. With over 16,000 associates in 48 states, Eurest USA partners with over 58% of the Fortune 100, delivering over 1.4 million meals each day.

Eurest delivers the highest quality of food and service in employee dining centers, on and off-site catering, executive dining rooms, self-service dining facilities and commercial coffee and snack services.

THE PROBLEM

Eurest is an organization that is dedicated to the development of its associates. Great attention is paid to hiring the highest quality individuals, and then training and developing them with the goal of having each team member reach their potential as a contributing member of the team.

In such a fast-paced industry as food services and serving such a large number of client sites each day, it is challenging to balance associate development with the attention needed for day-to-day client requirements.



Eurest sought a partner to assist with the organization's development goals, especially in the areas of communication and leadership.

Eurest wanted to ensure that its client-facing associates were able to communicate in the most efficient and effective manner possible. Whether it involved a sales presentation, quarterly business reviews, managing team meetings or handling those difficult conversations, Eurest recognized that effective communication was the foundation for success.

Great leadership is essential to the growth and success of any organization, especially one the size and scale of Eurest. As emerging leaders were identified, Eurest wanted external coaching to help them maximize their strengths and improve their weaknesses.

THE SOLUTION



Mark Maloney, Division President, Eastern Division, called on Ty Boyd, Inc., to provide services to address these requirements. Mark had experienced Ty Boyd in the past, and recognized their ability to deliver impactful training and mentoring services which focus on the unique development of each individual.

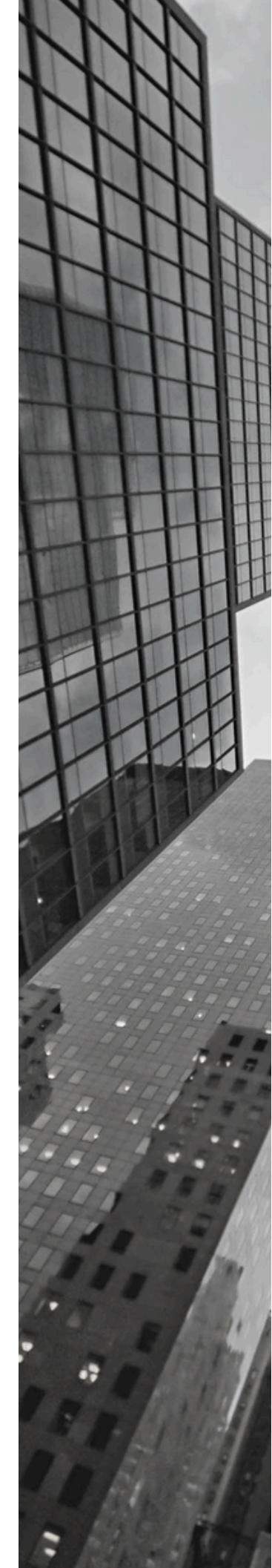


In partnership with Mark, the Ty Boyd team focused on three options:

- The Excellence in Speaking Institute (ESI)- the hallmark course from Ty Boyd, Inc, is a 2 and ½ day immersive program that provides proven techniques and tactics, extensive interactive activities and expert guidance, all designed to maximize each participant’s potential as a communicator.
- Team Workshops- as part of internal Eurest group meetings, the Ty Boyd team has delivered workshops on such topics as reinventing the business presentation, managing difficult conversations and the language of the trusted advisor.
- Individual Coaching- selected associates who either have been identified as emerging leaders or are new to the organization or to their role within Eurest are matched with a Ty Boyd executive coach to assist in their particular areas of professional development.

THE RESULTS

Mark’s Eastern Division has experienced explosive growth over the past several years, and he considers the Ty Boyd team to be a significant contributor to that success. As Mark says, ***“Ty Boyd is an essential member of our team. I consider them to be trusted advisors, and I have seen great results from their efforts. I believe their work with us is only beginning.”***



Mark has sent many people through the ESI program and has a goal of eventually sending all his client-facing people to ESI. In addition, dozens of his emerging leaders have benefitted from the executive coaching services, with many experiencing rapid success after internalizing what they learned through coaching.

One regional VP recently said, *“The coaching I received from the Ty Boyd team has transformed the way I think about communicating with my team and my clients.”*

Hundreds of Eurest associates have attended Ty Boyd workshops, gathering strategic information to help them better manage their day-to-day interaction with their peers, their clients and their prospects.

ABOUT TY BOYD

For over 40 years, Ty Boyd, Inc., an executive communications and coaching business, has helped professionals worldwide to achieve their goals of becoming the best communicators and presenters they can be. Through an offering of group development programs, one on one coaching and customized programs designed to align with each organization’s culture and objectives, you can expect immediate returns on your training and development investment. To learn more about how Ty Boyd, Inc. could help your organization communicate more effectively and achieve greater success, go to tyboyd.com or call us at 704-333-9999.