The Fabric of America:

'Our Favorite Escape…
Our First Job… Our Second Chance'

LUNTZGLOBAL

The Audience and Methodology

Instant Response Dial Sessions:

- ✓ 2 x patented, n = 33 *Instant Response* groups
- ✓ One Opinion Elite (VA) session
- ✓ One Consumer (NYC) session

Nationwide Survey:

- ✓ n= 1,000 (gen pop representative sample)
- ✓ MoE: +/- 3.1%
- ✓ Sample stratified for demographics & geographics

LUNTZGLOBAL

Political Temperature

LUNTZGLOBAL

Most think the US economy has IMPROVED:

Over the last year – year and a half, do you think the economy in America has...

Total	
63%	**IMPROVED (NET)**
13%	Greatly improved
23%	Somewhat improved
27%	Slightly improved
13%	No change - Neither improved nor declined
12%	Slightly declined
5%	Somewhat declined
6%	Greatly declined
23%	**DECLINED (NET)**

LUNTZGLOBAL

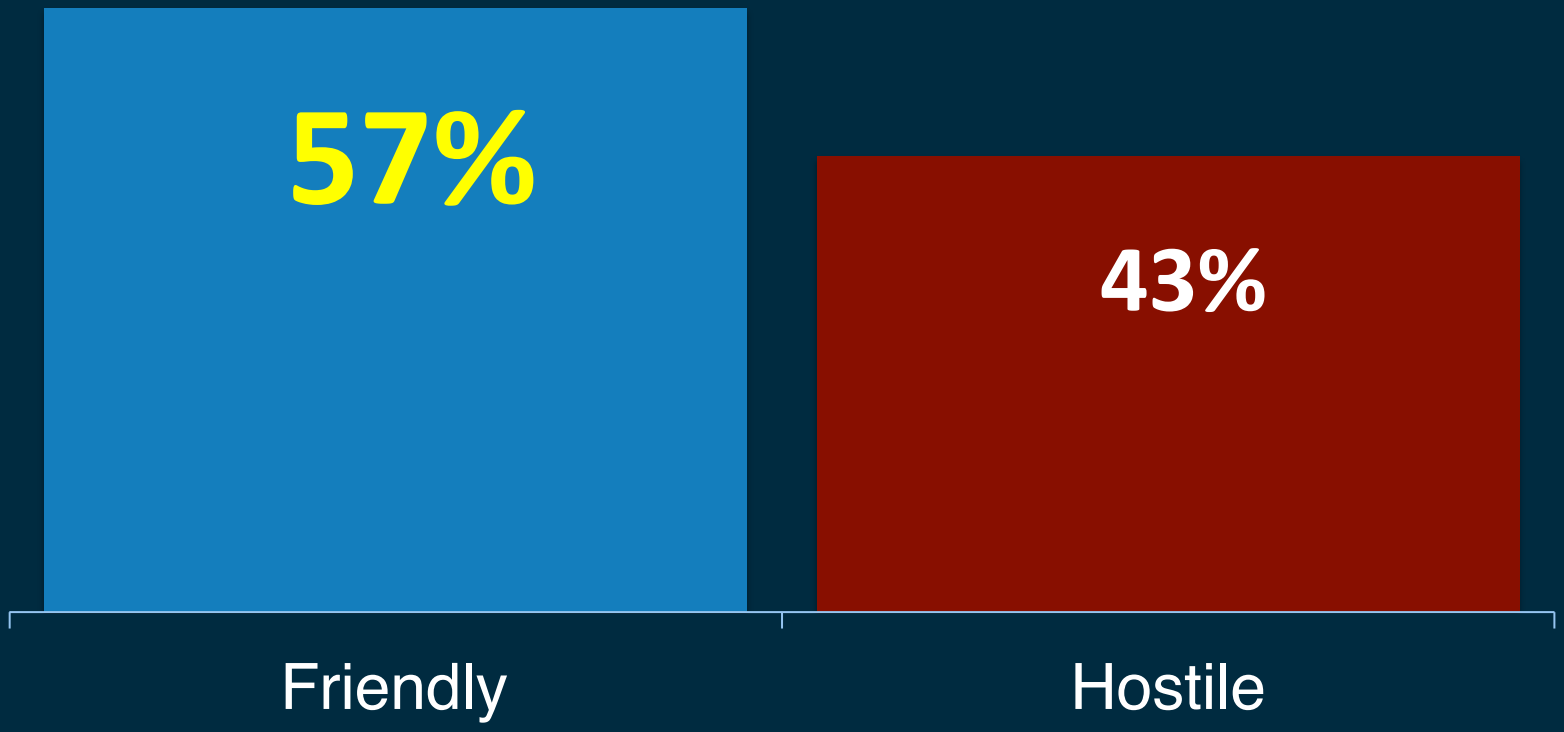
But PARTY defines PRIORITIES:

Thinking about the state of America, which of the following do you believe should be the nation's highest priority…?

Total	GOP	DEM	Swing	
41%	29%	51%	43%	**Ensuring American workers have access to quality, affordable healthcare.**
28%	29%	24%	32%	**Expand personalized, customized worker training programs** that match available workers to available jobs
23%	28%	18%	25%	Expanding career-oriented job training programs for more skilled trades positions
23%	19%	29%	20%	Prepare every student for college, career, and life
21%	22%	22%	20%	Develop a long-term strategy to ensure we have a strong community college and trade school system
21%	33%	9%	23%	Protecting American workers by changing the immigration policy

A ‘Friendly’ Environment for Job-Seekers:

Which best describes the environment for job-seekers in America…?

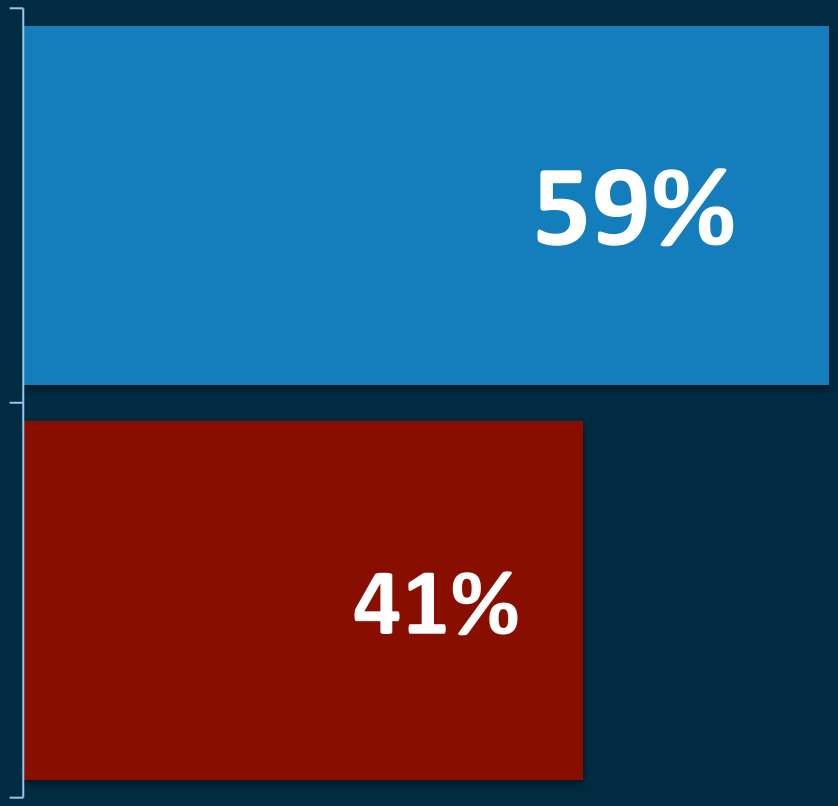


LUNTZGLOBAL

You are a key piece of the *Fabric of America*

The American restaurant is…

Part of the Fabric of America



Part of the American Experience

LUNTZGLOBAL

And the Restaurant industry is a **FUNDAMENTAL** part of that:

'If you're looking after your customers, you're ACCOUNTABLE to them… That's what America is all about.'

'Happiness, comfort… It's ALL about being with the people who mean the most to ME.'

'The best part of my week is when I get to escape from reality… Date night!'

LUNTZGLOBAL

Overall, Americans are very FAVORABLE towards the industry

What is your overall opinion of the American restaurant industry?

Total-Pre		Total-Post
80%	FAVORABLE (NET)	84%
14%	Extremely favorable	15%
35%	Very favorable	40%
31%	Somewhat favorable	28%
14%	Neither favorable nor unfavorable	12%
5%	Somewhat unfavorable	3%
1%	Very unfavorable	1%
1%	Extremely unfavorable	1%
6%	UNFAVORABLE (NET)	4%

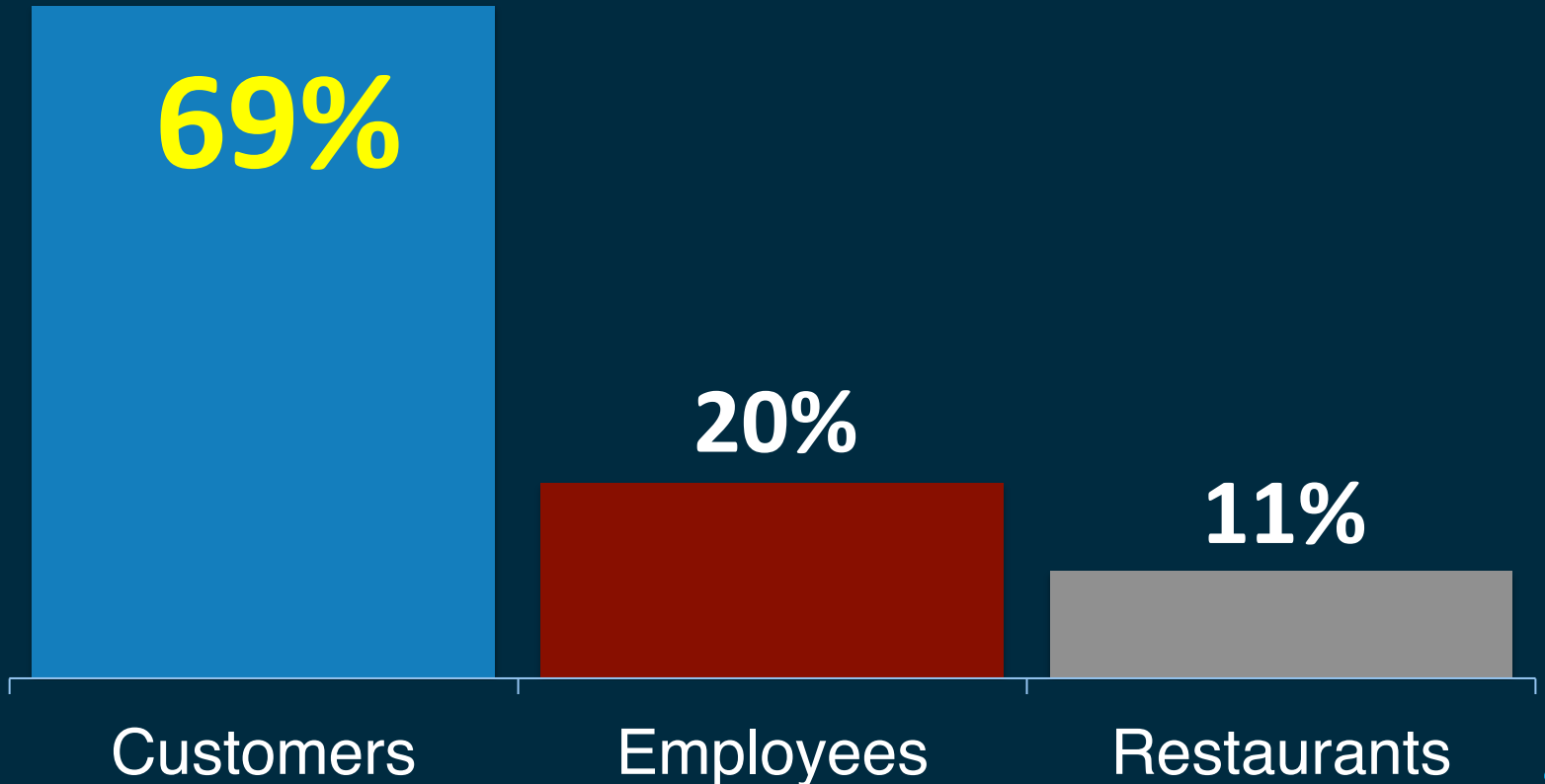
LUNTZGLOBAL

The Restaurant Industry

LUNTZGLOBAL

Restaurant and food service industry most accountable to CUSTOMERS

Which is more important? That the restaurant and food services industry is accountable to its...



LUNTZGLOBAL

In America in 2017; SMALL is beautiful… BIG is *bad*

Which of the following groups do you have the most confidence in?

Total	
62%	**Local Restaurants**
40%	Large Restaurant Chains
34%	State Government Regulators (such as state Dept. of Public Health or Dept. of Food and Safety)
29%	Federal Government Regulators (such as the FDA)
26%	Food and Restaurant Industry
9%	National Restaurant Association

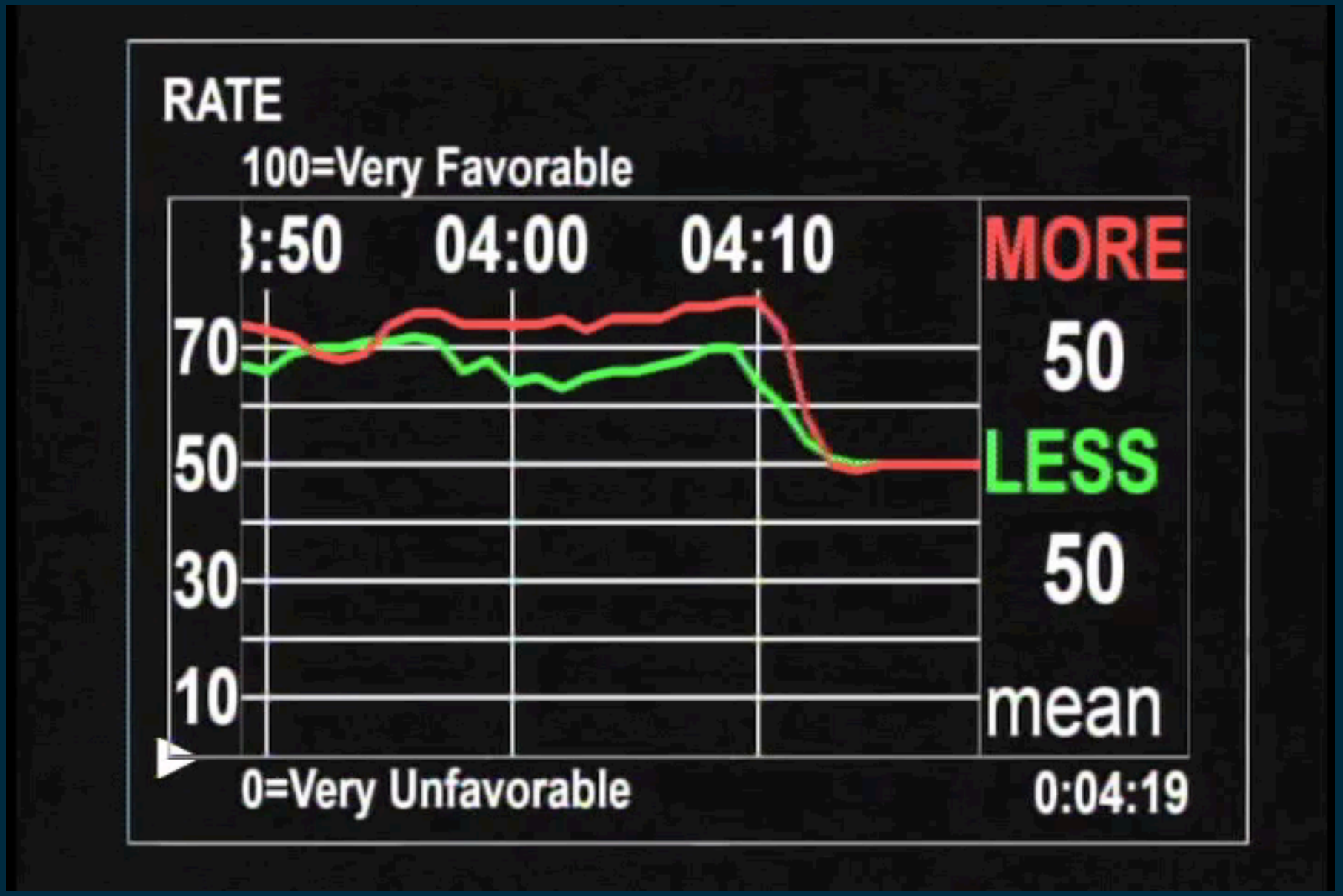
LUNTZGLOBAL

The QUALITY experience *demonstrates* your values:

Which of the following words best represents what you expect from restaurants that you visit?

Total	
42%	**High Quality**
31%	Customer-focused
27%	Trustworthy
23%	Healthy
19%	Service-oriented
16%	Family-friendly
14%	Dependable
13%	Responsible
10%	Accountable
4%	Accessible

We are welcoming to all, We're a family



Skills & Values

LUNTZGLOBAL

Put THEM in the picture…

Which of the following goals do you believe is MOST important for restaurants and food service businesses to focus on?

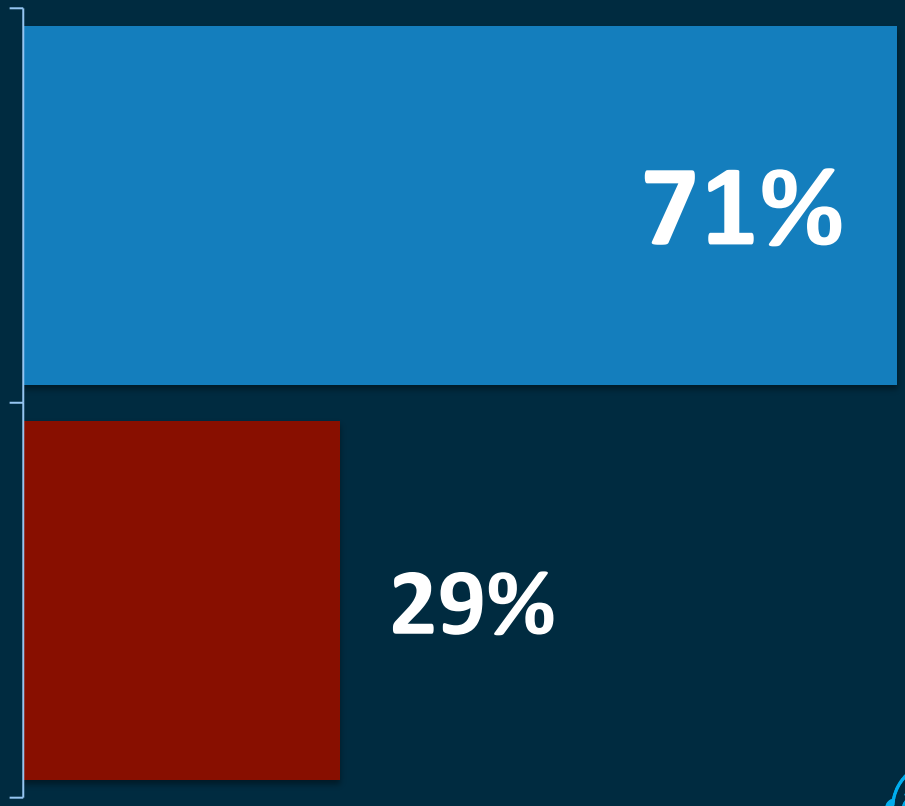
Total	
26%	**Reinvest in local communities**. Perhaps more than any other business, restaurants shape the cultural identities of cities, towns, and neighborhoods. But it's not a one-way street: Restaurants respect what their communities do for them as much as what they do for their communities. That's why they're committed to giving back through volunteerism, and local involvement.
23%	**Be an engine for economic growth**. Restaurants drive economic opportunity and growth. The people they employ, the investments they make, the businesses they contract with... it all adds up to a significant boost for the American economy
21%	**Promote upward mobility**. From owner to manager to dishwashers, the work people do in restaurants teaches valuable skills, lifelong values, and opportunities to raise people up. The industry is a ladder for each and every person with the drive to climb and thrive.

A job in the industry provides skills and values

Would you say working in the food service industry is all about...?

The skills and values you learn working in the industry

The job position you may eventually get through dedication and promotion.



LUNTZGLOBAL

You are about the JOURNEY, *not* the destination…

Which of the following best matches how you define "success" for an employee in the restaurant industry?

Total	
50%	Learning **skills** and **values** that are **marketable in the future.**
30%	Opportunity to rise through the ranks
12%	Access to the middle class
9%	Promotion

LUNTZGLOBAL

Telling the story of *VALUES* that matter:

'I see it now more clearly, because I'm on the other side – a customer… All the little things that are important to keep ME happy…'

'I remember working in a multi-ethnic restaurant… As a teenager, that taught me how to deal with ALL kinds of people – and situations'

'Are you KIDDING? I LOVED my first job – bussing tables… working behind a bar… Worked my ass off, made a FORTUNE in tips!'

LUNTZGLOBAL

Most important skill: ATTENTION TO DETAIL

Which of the following are the most important skills that an employee gain from working in the food service industry?

Total	
51%	**Attention To Detail**
38%	Customer service
31%	Teamwork
29%	Communication skills
20%	Working under pressure
20%	Multitasking

LUNTZGLOBAL

A *FIRST* job… A *SECOND* chance

The restaurant/foodservice industry provides hardworking Americans across the country a[n] ____?

Total	
44%	**Entry point into the job market**
26%	Training ground
23%	Stepping stone
22%	First step in career
21%	Foundation of meaningful values
12%	Practical education

LUNTZGLOBAL

'Paid Internships to get the training you need'
does NOT work…

Fundamental Skills for Career & Life… **DOES.**

LUNTZGLOBAL

And *Less* about…

Which of the following are the most important skills that an employee gain from working in the food service industry?

Total	
13%	Technical skills (e.g. cooking, cleaning)
12%	Problem-solving
10%	Organization
9%	Time management
7%	Math and handling money
6%	Resilience
3%	Memorization

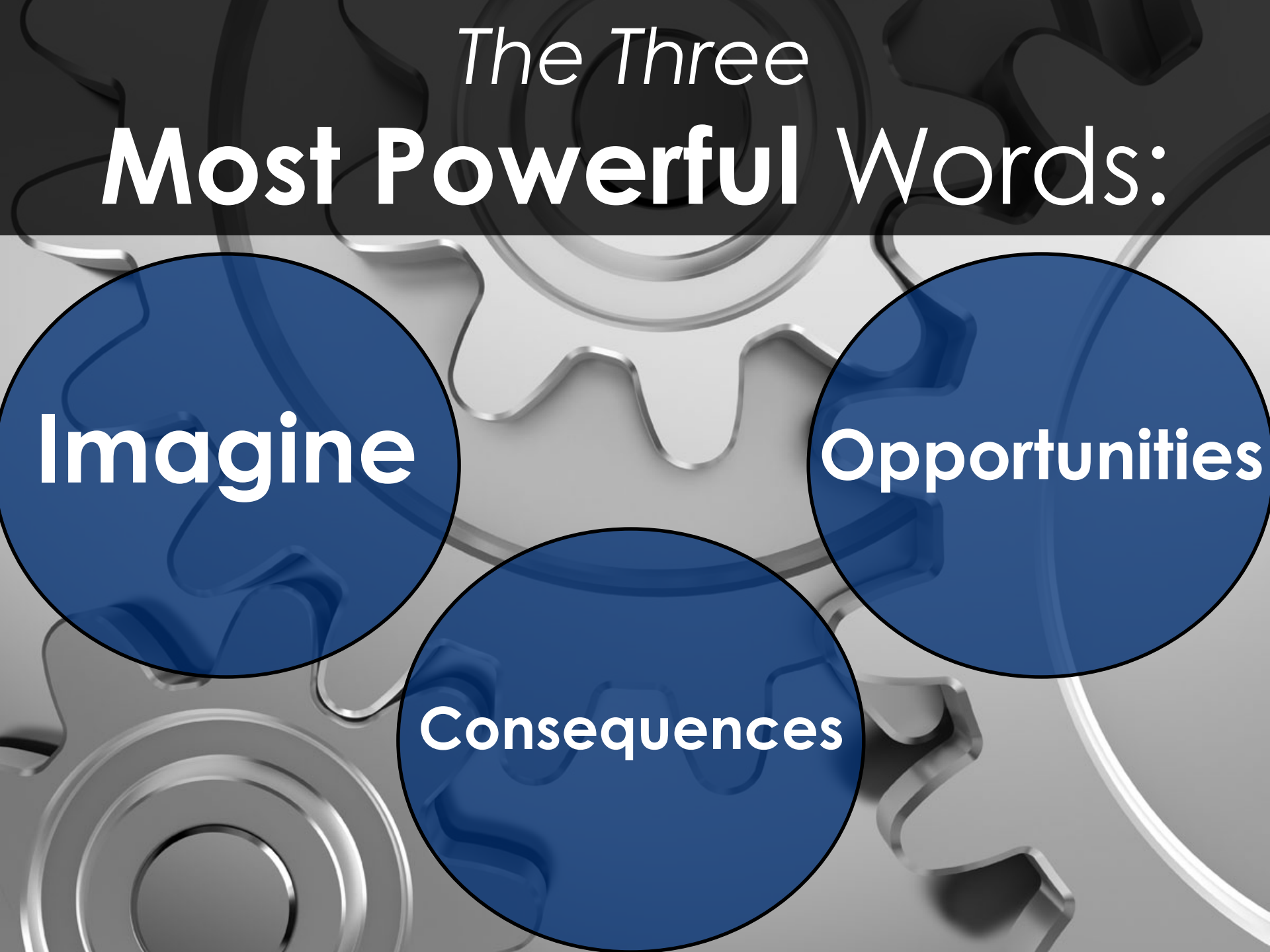
LUNTZGLOBAL

Employees gain a STRONG WORK ETHIC

And which of the following are the most important values that an employee may gain from working in restaurants and the food service industry?

Total	
64%	**Strong work ethic**
42%	Personal responsibility
36%	Confidence and self-esteem
32%	Patience and perseverance

LUNTZGLOBAL


The Three
Most Powerful Words:
Imagine
Opportunities
Consequences

Issues

LUNTZGLOBAL

Obesity

America IS facing an obesity crisis

How much do you agree or disagree with the following statement:
"***America as a society is facing an obesity crisis***."

Total	
90%	**AGREE (NET)**
40%	Totally Agree
29%	Mostly Agree
22%	Somewhat Agree
7%	Neutral – Neither Agree nor Disagree
2%	Somewhat Disagree
*	Mostly Disagree
1%	Totally Disagree
3%	DISAGREE (NET)

LUNTZGLOBAL

They WANT to hear that you are *working* to combat obesity…

Which of the following would be the most effective policy option for the restaurant industry to help combat obesity?

Total	
51%	***Better menu options.*** Working with food industry experts to provide children and families with healthy menu options.
28%	Education. Offering more training and education on food and healthy eating choices.
21%	Menu labeling. Adding calorie data to menus so that customers have the information they need to make better food choices.

LUNTZGLOBAL

What you do ISN'T actually *'MENU' labeling…*

Which of the following descriptions would YOU think would be most useful, in everyday conversation?

Total	
41%	**Nutrition labeling**
28%	Menu labeling
16%	Food labeling
14%	Calorie labeling

LUNTZGLOBAL

luntzglobal

Words That Work

Acknowledge obesity crisis or risk being seen as out of touch

There's no denying it: America has an obesity problem. That's why restaurants everywhere are stepping up to provide healthy options on each and every menu, empowering customers with more choice, more transparency, and better nutrition. It's a simple idea with a big impact: serve great tasting meals that keep people happy and healthy.

Minimum Wage Reform

LUNTZGLOBAL

A majority SUPPORT raising minimum wage to (at least) $10…

Do you personally support or oppose raising the federal minimum wage to at least $10/hour?

Total	
71%	**SUPPORT (NET)**
39%	Totally Support
18%	Mostly Support
14%	Somewhat Support
7%	Neutral – Neither Support nor Oppose
8%	Somewhat Oppose
6%	Mostly Oppose
8%	Totally Oppose
22%	OPPOSE (NET)

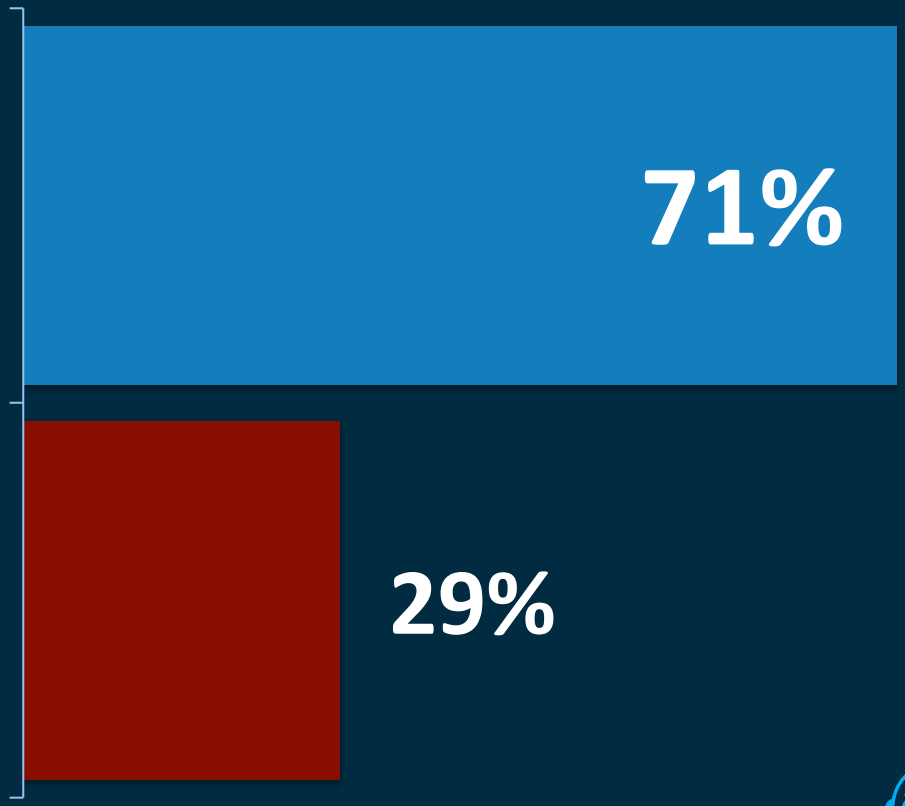
LUNTZGLOBAL

They want the INCREASE, *in spite* of the costs:

If you had to choose, you would say the government should....

Increase the federal minimum wage even if it also increases the cost of food and service to customers…

Keep the federal minimum wage the same, even if the average food service employee can't make ends meet…



LUNTZGLOBAL

Best arguments for Min. Wage equate to improving Standards-of-Living:

Which of the following is the BEST argument for raising the federal minimum wage?

Total	
43%	**Better standard-of-living.** A minimum wage increase will improve people's standard-of-living by providing them with a more appropriate income level to handle cost of living increases.
34%	**Reduced poverty**. A recent study by the nonpartisan Congressional Budget Office projects that 16-17 million workers will be lifted above the poverty line, assuming a federal minimum wage increase to $10.10/hour.
32%	**Keeping up with inflation**. The federal minimum wage needs to be raised to account for inflation, which rises every year compared to the minimum wage, which has only risen three times in the past three decades.

Let your OPPONENTS 'own' inequality, if they must…

… And which of the following is the best argument for raising the federal minimum wage?

Total	
15%	**More jobs**. If minimum wage employees are spending more, then businesses are earning more, and need to hire more employees to keep up with demand. Minimum wage increases hitting jobs is a myth.
14%	**Better productivity for businesses**. A minimum wage increase would boost employee morale, increase employee retention, and productivity for small businesses everywhere.
12%	**Reducing inequality**. A rise in the wage of America's poorest workers is long overdue in helping to reduce the gap with those at the very top. Less inequality means a more cohesive, fairer, and less divided America.

LUNTZGLOBAL

Why Americans think we should NOT raise the Federal Minimum Wage…?

LUNTZGLOBAL

Words That Work - Minimum Wage:

There is no one-size-fits-all solution

LUNTZGLOBAL

They DO believe if you raise the floor…
Businesses WILL close

*And which of the following is the best argument for **opposing** raising the federal minimum wage?*

Total	
40%	**Businesses will close.** Let's be clear about who makes up the majority of the restaurant industry: It's small businesses and locally owned franchises. They operate with razor-thin margins already. The sad reality is that with a higher minimum wage, many would simply no longer be viable; They'd have to lay off employees or shut their doors entirely.
34%	**Regional Differences.** Minimum wage shouldn't be a one-size-fits-all conversation. There are different economic realities in each city and state. $15 in New York City isn't $15 in Buford, Wyoming, and policy should reflect this.
27%	**Makes dining more expensive for people like me.** The increased operating costs restaurants face under a burdensome minimum wage must be offset somehow - That's just a fact of doing business. Diners like me will see higher prices on menus everywhere, and going out to eat will get more expensive for families across America.

Make it about REDUCING taxes… And raising incomes/training.

*Which of these alternative policy proposals to raising the minimum wage do you **support most**?*

Total	
35%	**Stop taxing tips so that employees have more take-home pay**
35%	**Expand career-oriented job training programs to increase the number of skilled trade opportunities**
32%	Increased funding and prioritization of employee benefits, such as healthcare, disability or life insurance
25%	Increased funding and prioritization of education and workforce programs to reduce the number of workers being paid the minimum wage
25%	Exemptions to a minimum wage increase for small businesses or certain, specific sectors

Americans want a *LIVABLE* and *FAIR* wage:

When you think about wages, which of the following is most important? That the wage is…?

Total	
42%	**Livable**
40%	**Fair**
32%	Appropriate
28%	Reasonable
21%	Equal
17%	Rewarding
15%	Respectable
7%	Compassionate

LUNTZGLOBAL

luntzglobal

Words That Work

Make the minimum wage a regional issue

Every employee deserves a livable and fair wage – period. They work hard. Many have families to support. They shouldn't have to work full time, only to struggle full time. But we need a **common sense, balanced approach** in this debate over minimum wage. $15 in New York City is not $15 in Nashville, Tennessee or Mesa, Arizona. There are **different economic realities in each city, state, and region** that a restaurant may be dealing with. If Washington drastically increases the cost of doing business, these **small businesses will hire less, cut hours, or even close their doors.**

luntzglobal

Words That Work

Pivot to the job training and professional development opportunities you offer

Americans don't just want jobs. They want careers. That's why a $15 minimum wage is the wrong focus. What we should be fighting for is better education, better job training, and better vocational programs to teach every hardworking American the skills they need to step into and thrive in a career – not just a job.

2nd Chance

Make this POLICY, *not* personal

A family member or friend working alongside a rehabilitating non-violent, first time offender.

Total	GOP	DEM	Swing	
16%	14%	20%	14%	0 – Not worrying at all
6%	5%	8%	5%	1
12%	12%	9%	14%	2
9%	8%	8%	11%	3
6%	8%	4%	7%	4
20%	18%	20%	20%	5 – Moderately worrying
7%	7%	6%	10%	6
5%	6%	5%	5%	7
7%	7%	8%	6%	8
4%	8%	4%	2%	9
7%	7%	7%	7%	10 – Very worrying

Total Mean: 4.26

GOP Mean: 4.54

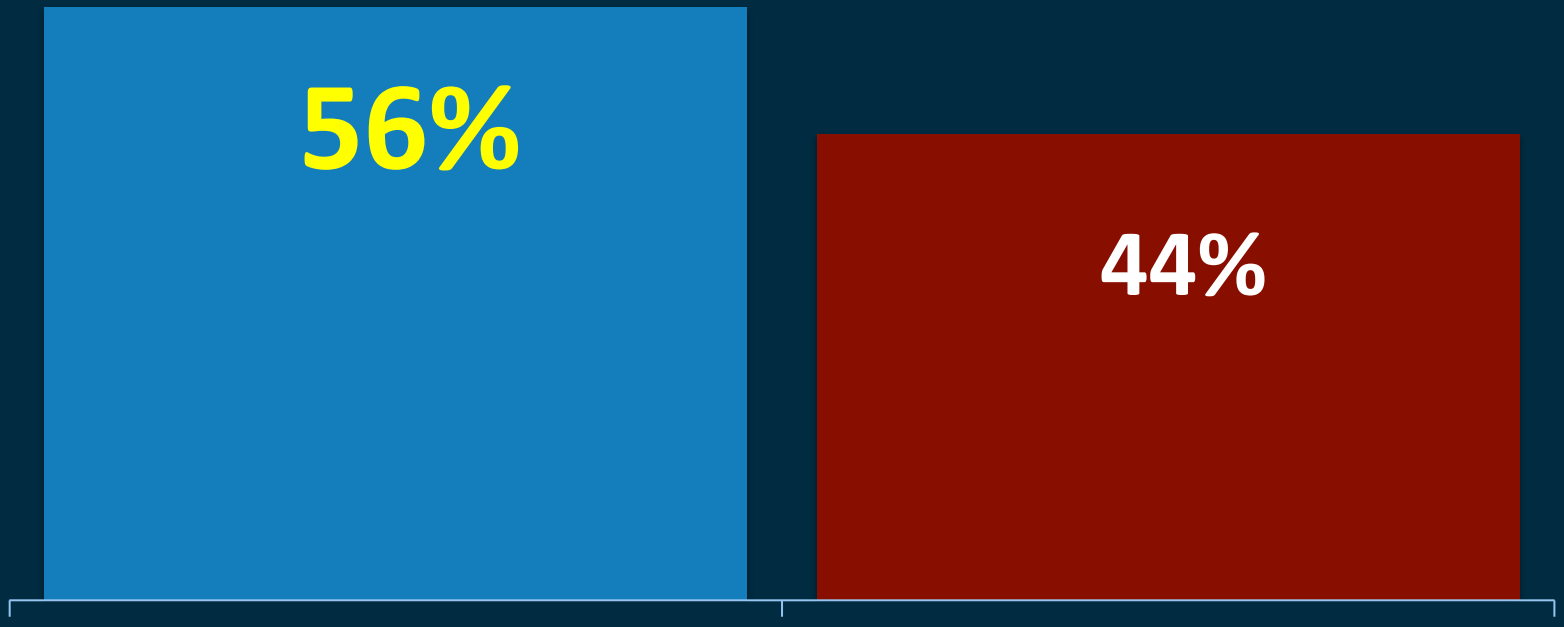
DEM Mean: 4.08

SWING Mean: 4.19

LUNTZGLOBAL

Americans BELIEVE in the '*Second Chance*':

Complete this sentence: *'I am most worried that these non-violent, first time offenders will...'*



LUNTZGLOBAL

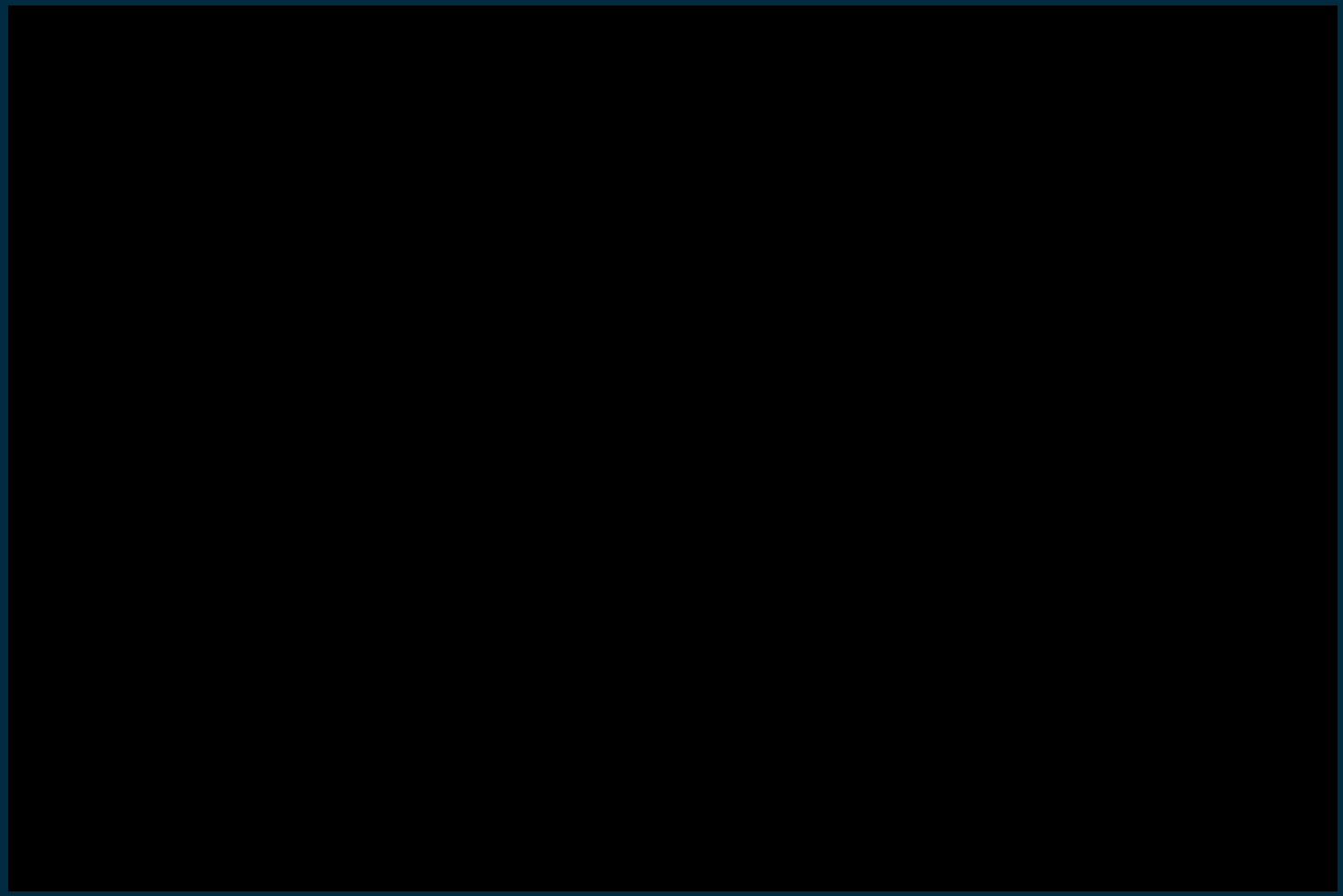
Words That Work - Rehabilitation:

We're an industry of Opportunity

LUNTZGLOBAL

Rehabilitation:

We're a second chance opportunity



LUNTZGLOBAL

luntzglobal

Words That Work

Add a safety caveat when discussing felon rehabilitation

Ours is a nation proud of giving people second chances. So our commitment is to carry on that unique American tradition by giving nonviolent offenders a carefully-vetted opportunity for a second chance - An opportunity to earn a living and become responsible members of society.

luntzglobal

Words That Work

Being more emphatic about safety is equally effective

When it comes to nonviolent offenders, we are a second chance opportunity for all. We give people a chance for a new beginning – an opportunity to contribute to their community. But make no mistake, the safety of our employees is our highest priority. That's why we work diligently to enforce strict background checks and adopt reliable and effective safety procedures to ensure that no one's safety is compromised.

Healthcare and Immigration

Fix Healthcare… But DON'T hit JOBS!

Which of the following affects the Affordable Care Act has on the restaurant industry worries you the most?

Total	
30%	**Fewer full-time JOBS.** The ACA's definition of a full-time employee as "*someone working an average of 30 hours per week*" would inevitably lead many restaurants to reduce the number of hours below 30 per week - leading to fewer full-time jobs for employees.
18%	Costs passed down to the customer. Because of the ACA's burdensome rules and regulations, small businesses are forced to increase costs of their goods and services for consumers in order to afford the financial cost of those requirements and avoid going out of business.
16%	Fewer healthcare options. The definition of full-time employee in the ACA has limited the options of part-time workers who would like to earn more hours, but maintain access to other sources of lower-cost or preferable coverage

Put yourself on the side of FAMILY businesses:

Which of the following do you feel the most sympathy towards?

Total	GOP	DEM	Swing	
36%	45%	26%	37%	**A family-owned restaurant that is forced to close because of costs associated with ACA regulations**
33%	24%	41%	31%	**An employee who's laid off because it is too costly for her restaurant-employer to provide health insurance**
18%	21%	16%	18%	A "mom and pop" establishment that has to open late and close early because of a minimum wage increase
14%	10%	17%	14%	A customer who can no longer afford to eat at a restaurant because of rising costs that have been passed on

luntzglobal

Words That Work

Acknowledge the importance of quality, affordable healthcare

Every American deserves quality, affordable healthcare. We are committed to ensuring that every employee at a restaurant has access to health insurance coverage and a benefits structure that fits their needs, while empowering restaurants to provide more hours, increase hiring, and better serve their local communities.

REMEMBER! You are *Small Businesses*

Which of the following best describes a small restaurant… when speaking to family or friends?

Total	
32%	**Small business**
29%	Family-owned business
21%	Mom and pop restaurant
7%	Authentic restaurant
5%	Hole in the wall
5%	Start-up restaurant

LUNTZGLOBAL

Immigration

Parties' SPLIT on deportation…

Which of the following arguments against the deportation of undocumented immigrants is the most persuasive?

Total	GOP	DEM	Swing	
32%	26%	40%	29%	**Breaks the promise of the American Dream**. America is all about making something more of yourself. There are better solutions than telling people who want to pursue that dream a categorical "No." We should work together to create opportunity for those who are committed to working hard.
26%	36%	19%	24%	**Encourages freeloading and crime**. The threat of deportation makes pushes people into the shadows. If people are afraid to show up for work, they're less likely to contribute to the economy - and, even worse, are more likely to fall into a life of habitual crime.
32%	26%	35%	36%	Hurts the American economy. Immigrants - documented or not - are a vital part of our country's economy. Their labor, their productivity, the income they spend, and yes, the taxes they pay, are essential in making America a place of growth and prosperity.

And it’s NOT about Growth…

Whether or not you agree with them, which of the following arguments against the deportation of undocumented immigrants is the most persuasive?

Total	GOP	DEM	Swing	
14%	17%	10%	16%	Leaves local restaurants and businesses high and dry. Restaurants, more than most businesses, rely on unskilled workers to stay fully staffed and serve their communities. Yes, some of those workers are undocumented, but that by no means makes them expendable. Without them, restaurants in towns and cities across America would go out of business.
14%	14%	13%	15%	Disrupts communities. "Papers" or not, immigrants have lived, worked, and played in local communities for years. They're neighbors. They're co-workers. They're family. Person by person, deportation diminishes American cities, towns, and neighborhoods.
11%	10%	12%	10%	Stunts future growth. It's not all about right here, right now. Undocumented and immigrant workers are a critical part of our country's economic future. It's true in the restaurant industry and it's true everywhere else: the foundational work they do makes expansion, growth, and innovation possible.

Illegals worry them less than inmates…

How would you feel about each of the following situations?

A family member or friend working alongside an undocumented migrant worker.

Total	GOP	DEM	Swing	
26%	16%	40%	19%	0 – Not worrying at all
10%	11%	8%	13%	1
7%	7%	8%	4%	2
4%	4%	3%	6%	3
7%	7%	3%	12%	4
16%	18%	12%	18%	5 – Moderately worrying
6%	7%	3%	8%	6
4%	6%	3%	4%	7
7%	8%	6%	7%	8
4%	5%	4%	3%	9
9%	9%	11%	7%	10 – Very worrying

Total Mean: 3.89

GOP Mean: 4.45

DEM Mean: 3.30

SWING Mean: 4.01

LUNTZGLOBAL

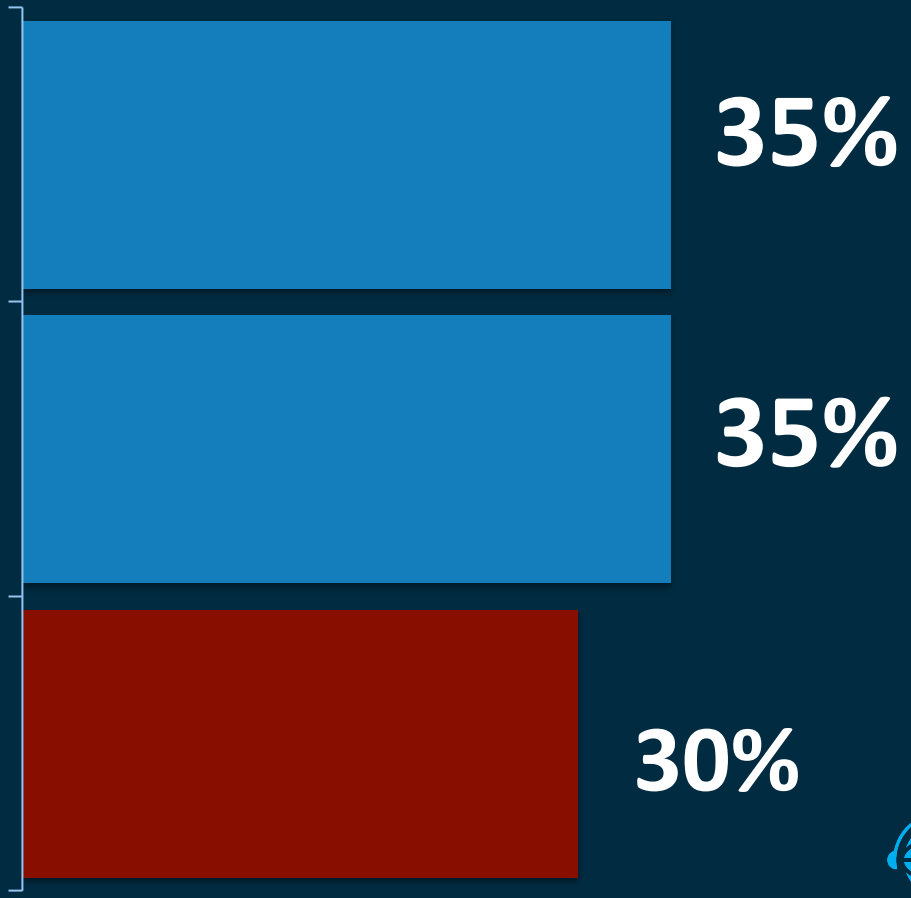
TWO policies WORK on pathways for immigrants:

Which of the following polices would give you MOST peace-of-mind about immigrants in the food service industry?

Migrant Workers: a new visa program that allows legal foreign-born workers to come into the United States under a controlled process to work year-round in the service economy.

E-verify: An efficient, reliable federal employment verification system

Matching employees with employers: A new program to legally match willing workers with willing employers.



LUNTZGLOBAL

luntzglobal

Words That Work

It's about the promise of the American Dream

Restaurants don't merely embrace the American Dream – They embody it. We have long offered a good stepping stone to a brighter future for immigrants from across the globe. They gain valuable work experience, and fill an important job demand in the industry. We open our doors to everyone.

Telling Your Story

Statistics from a CUSTOMER are MOST impactful

Which of the following facts about the restaurant industry is the most impactful?

Total	GOP	DEM	Swing	
51%	53%	44%	59%	A statistic or story from a **customer**
36%	34%	42%	30%	A positive statistic or story from an employee.
13%	13%	14%	11%	A positive statistic from a CEO/ Communications Officer

LUNTZGLOBAL

Your BEST proof-points are ECONOMIC:

Which of the following facts about the restaurant industry is the most impactful?

Total	
22%	**The restaurant industry is expected to add around 1.7 million jobs over the next decade.**
20%	**90% percent of all businesses in the restaurant and food services industry are small businesses, with fewer than 50 employees.**
20%	**The restaurant industry is the second-largest private-sector employer in the country.**
19%	**80% of restaurant owners started their industry careers in entry-level positions.**
19%	**One in three Americans got their first job in the restaurant industry.**

We're the cornerstone of the community

LUNTZGLOBAL

A good stepping stone to a brighter future

Which of the following best completes this sentence: 'The restaurant/food service industry provides dedicated Americans across the country…?

Total	
30%	**A good stepping stone to a brighter future** [LG]
19%	Opportunities for all education levels [NRA]
18%	Ladders of opportunity [NRA]
17%	An industry of opportunity [NRA]
16%	Access to opportunity for all [LG]

LUNTZGLOBAL

luntzglobal

Words That Work

Embrace your role as PART OF THE FABRIC OF AMERICA

The restaurant industry is a unique part of the fabric of America – A cornerstone of every single local community. We are an industry of first jobs and second chances. Our members are an entry point into the job market for many. And a good stepping stone to a brighter future for everyone.

luntzglobal

Words That Work

Prioritize the 'fundamental skills and values' you offer

America's Restaurants open doors for everyone. We provide fundamental skills and values that help pave a positive path for career and life, because – people not profits or products – are our greatest asset. Strong work ethic. Personal responsibility. Attention to detail. Customer service. These are what our employees want and value. Frankly, it's what they deserve.

luntzglobal

Words That Work

Focus on the JOURNEY, not the final destination

We provide fundamental skills for career and life. For some, we serve as an entry point into the job market. For others, a career with upward mobility. No matter who you are or where you came from, there's something in it for everyone.

luntzglobal

Words That Work

Localize and personalize your brand

Good local restaurants are one of the cornerstones of good local communities. From coast to coast, our organization is committed to helping them hire, grow, and create opportunities.

luntzglobal

Words That Work

It's all about the customer

Our commitment is to continually and consistently improve the DINING EXPERIENCE of the customers we're privileged to serve and promote the HEALTHY FOOD CHOICES they deserve.

luntzglobal

Words That Work

It's about your COMMITMENT

Our commitment is simple:
It's to recruit and train people who **care about serving others**. Recognize and reward success.
And always remember that **our people are our greatest asset**.

[LG]

Total: 73%

luntzglobal

Words That Work

Emphasize your connection to the community

Our **responsibility is to the backbone of American communities** -- Entrepreneurship and old-fashioned hospitality. That's why we are committed to **breaking down the barriers of over-regulation**, and empowering small businesses to do what they do best: **Hiring in, and enhancing local communities.**

[LG]

Total: 60%

luntzglobal

Words That Work

You give people a second chance

We are a nation of giving second chances to those who learn from their mistakes. And as an industry, our commitment is to carry on that **unique American tradition** by giving nonviolent offenders an opportunity for a second chance - an **opportunity to earn a living** and become better members of society.

[LG]

Total: 58%

Overall, Americans are very FAVORABLE towards the industry

What is your overall opinion of the American restaurant industry?

Total-Pre		Total-Post
80%	FAVORABLE (NET)	84%
14%	Extremely favorable	15%
35%	Very favorable	40%
31%	Somewhat favorable	28%
14%	Neither favorable nor unfavorable	12%
5%	Somewhat unfavorable	3%
1%	Very unfavorable	1%
1%	Extremely unfavorable	1%
6%	UNFAVORABLE (NET)	4%

LUNTZGLOBAL

Diversity is a *cornerstone of the restaurant experience*

Which of the following phrases concerning American restaurants is more credible and compelling to you, personally?

Total	GOP	DEM	Swing	
67%	65%	72%	64%	Diversity is a **cornerstone of the restaurant experience.**
33%	35%	28%	36%	Restaurant are champions of inclusion.

LUNTZGLOBAL

luntzglobal

Words That Work

Make inclusion and DIVERSITY the watch-words of your approach.

Immigrants have long been part of the fabric of our industry – we embrace and celebrate their diversity, determination, and hard work.

9 THINGS TO REMEMBER:

1. You are one of *the* most POSITIVE parts of '*The Fabric of America*'…

2. The gold is the *consistency* of your VALUES – what you stand for - with the OPPORTUNITIES you create.

3. And THESE matter far more than '*technical*' skills – which are the *product* of those values.

4. It's about putting your CUSTOMERS in the picture FIRST, not your employees… or members.

LUNTZGLOBAL

9 THINGS TO REMEMBER (cont'd…):

5. **LINK your STORY to the '*job-friendly*' American economy of 2017.**

6. ***Outside* the Beltway, do NOT get bogged-down in discordant discourse…**

7. **Your most effective *'proof points'* (i.e. rational arguments) *all* link the economic with the *emotive*.**

8. **Your opponents aren't ENEMIES – they're simply *misguided* about '*the realities*'…**

9. **Make your VISION to be an ***AUTHENTIC*** part of The Solution.**

LUNTZGLOBAL

luntzglobal

Words That Work

Your Perfect 'Elevator Pitch'

'America's *Restaurants open doors for everyone* and we provide the *fundamental skills* that help pave a positive path for *career and life*: Attention to detail, *Customer service* and team work.
We instill the fundamental values that make our country great*: Strong work ethic. Personal responsibility*. *Confidence and self esteem*. *Patience and perseverance*. And we do it because we recruit and train people who care about serving others, recognize and reward success, and always *remember that our people – not profits or products - are our greatest asset.*
Every restaurant has a story to tell. From coast to coast, big cities to small communities; whether walking through our doors for a *first date*, *first job*, or *family meal*… We are proud to be part of *the Fabric of America*.'

21 Words for the 21st Century

Access	Values
Diversity	High quality
Living wage	American Dream
Fabric of America	Strong work ethic
First job, second chance	Personal responsibility
Local communities, local restaurants	Chance for a new beginning
Nutrition labeling	Dining experience
Small business	Customer service
Quality, affordable healthcare	Our people are our greatest asset
Good stepping stone to a brighter future	Fundamental skills for career and life
Backbone of American communities	

It’s not what you *say*.

It’s what people *hear*.

LUNTZGLOBAL