

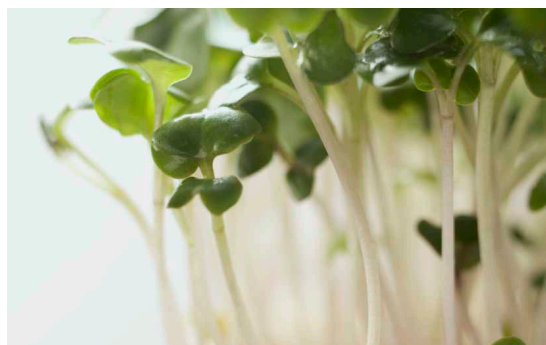
BRAND LEADERSHIP

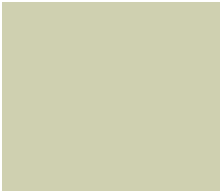
Journal - Leader Three



HERB N' KITCHEN

— NEW YORK CITY —





What the Herb n’ Kitchen Brand means to:

Me?

Guests?

Team?



BRAND LEADERSHIP
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Brand Leadership – How can I set a good example?

As Herb n’ Kitchen Leaders, we need to set the example for our Team Members in the operation by:

The traits of a strong brand leader...

- | | |
|--------------------------|----------------|
| • Calm | • Motivating |
| • Compassionate | • Multi-tasker |
| • Efficient | • Outgoing |
| • Fair | • Patient |
| • Hard-working/Tenacious | • Resilient |
| • High-energy | • Talented |
| • Intelligent | • Trustworthy |

My Top Four Traits:

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Why Trait #1:

Why Trait #2:

Why Trait #3:

Why Trait #4:

As Brand Leaders, we will remember to...

...for the success of Herb n' Kitchen.