

BRAND LEADERSHIP

Things to Remember - Leader Three



HERB N' KITCHEN

— NEW YORK CITY —



We Are Leading a New Brand!

Brand Leadership is:

- Representing the brand with pride.
- Upholding our brand values and pillars.
- Helping our team members uphold the brand values and pillars.
- Setting a good example.
- If we don't deliver on the brand promise, why should the team?

The traits of a strong brand leader are:

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

“Leadership means setting an example. When you find yourself in a position of leadership, people follow your every move.”

- Lee Iacocca