

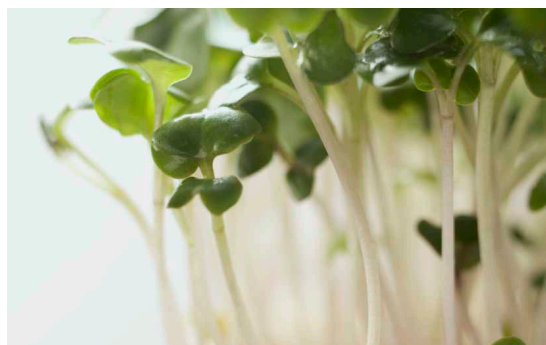
BRAND LEADERSHIP

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

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

– Lee Iacocca