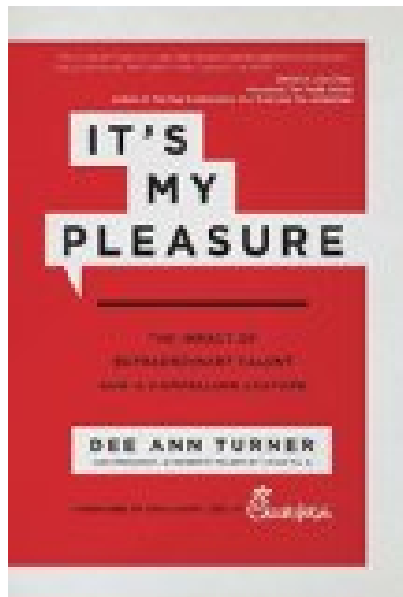


Its My Pleasure The Impact of Extraordinary Talent and a Compelling Culture



BOOK DETAILS

- Author : Dee Ann Turner
- Pages : 160 Pages
- Publisher : Elevate
- Language : English
- ISBN : 1937498883

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BOOK SYNOPSIS

When Bachelder was named CEO of Popeyes in the fall of 2007, guest visits had been declining for years, restaurant sales and profit trends were negative, and the company stock price had dropped from \$34 in 2002 to \$13. The brand was stagnant, and relations between the company and its franchise owners were strained. By 2014, average restaurant sales were up 25 percent, and profits were up 40 percent. Popeyes market share had grown from 14 percent to 21 percent, and the stock price was over \$40. The franchisees were so pleased with the turnaround that they began reinvesting in the brand, rapidly remodeling restaurants, and building new units around the world. Bachelder and her team created a workplace where people were treated with respect and dignity yet challenged to perform at the highest level. She takes you firsthand through the transformation of Popeyes and shows how a leader at any level can become a Dare-to-Serve leader. --

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