



Enrique "Rick" Silva  
President & CEO

**CLIENT:** Checkers/Rally's  
**INDUSTRY:** Chain Restaurants  
**BUSINESS MODEL:** B2C  
**WEBSITE:** [www.Checkers.com](http://www.Checkers.com)

**THE CLIENT:** Checkers Drive-In Restaurants, Inc., is one of the largest chains of double drive-thru restaurants in the United States. The company operates **Checkers** and **Rally's** restaurants in 28 states and the District of Columbia. They specialize in hamburgers, hot dogs, french fries, and milkshakes.

Checkers Drive-In Restaurants, Inc. burst onto the burger scene with their over-the-top flavors in 1986 in Mobile, Alabama. Rally's Hamburgers, Inc. first fired up the grill and started cooking in 1985 in Louisville, Kentucky.

**THE CLIENT'S OBJECTIVES:** Each year Checkers/Rally's holds an enormous annual meeting to gather all company-owned store managers and franchise owners for the purpose of informing all leaders about new menu items, marketing and construction updates, how best to embrace this unique brand - and how to keep improving customer experience scores. The Keynote speaker had to have a clear grasp of their culture and be able to provide innovative thinking in an entertaining way.

"Ross did an excellent job of customizing his message and incorporating our culture and key priorities into his presentation."

Enrique "Rick" Silva - President & CEO

**ROSS'S DELIVERABLES:** Ross Shafer had several phone conversations with all of the Checkers/Rally's C-Suite leaders so they could impart specific guidance to Ross re: their recent growth initiatives and operational goals. Ross took that information and was able to highly customize his 60 minute Keynote speech. Ross focused on 'all things relevant' for gaining market share today's demanding fast food environment. He talked about designing a predictable customer journey map to better guarantee customer outcomes. He coached the leaders on tactics to motivate hourly employees (part and full time) in ways that will keep them inspired and productive. He reminded them to remain accountable and *Win With What You Have*; rather than assign blame.

Afterward, Adam Noyes, Chief of Restaurant Operations & Supply Chain Officer said, "*Ross made it a priority to learn about our brand, our franchisees and our key initiatives weeks before our national convention, and he incorporated those insights into his presentation. Not only was he engaging and entertaining, it was clear he customized his remarks just for us, and that really connected with our group. He also did an amazing job of appealing to varying demographics across generations.*"



Ross Shafer