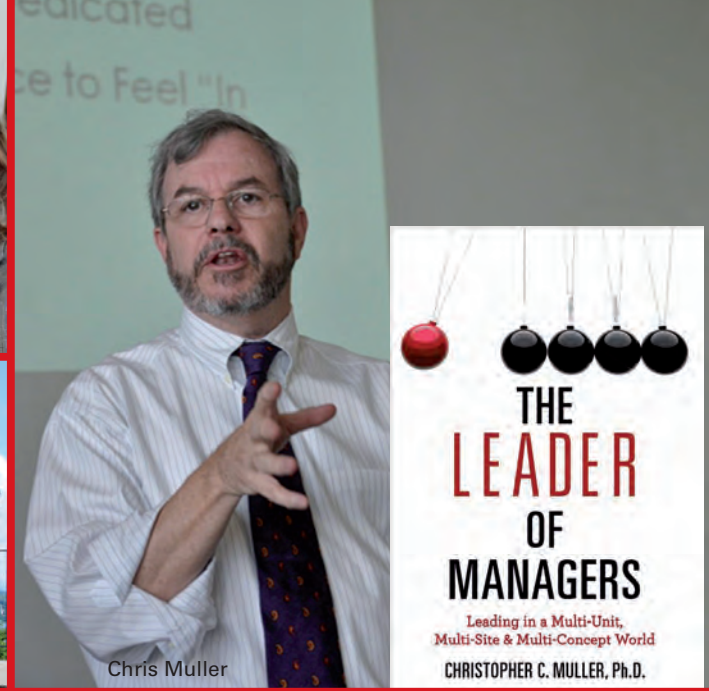




Andreas Karlsson



Chris Muller

2019 by Prof. Dr. Christopher Muller

Successful Multi-Unit Restaurant Management: Becoming the Leader of Managers

21 to 23 May 2019 – Zurich, Switzerland

What Leaders & Managers Say

"Chris is THE world authority on the restaurant industry, the 'go to' man if you want expertise and knowledge, a rare opportunity to see a true master giving a Masterclass presentation."
Tony Hughes, Restaurant Group, Non-Executive Director, UK

"He is a gifted university professor in the School of Hospitality Administration at Boston University with a unique mix of knowledge and experience, both theoretical and practical. For almost 20 years, Christopher Muller has been a Teacher, a Coach, a Speaker and Pathfinder on the side of the professional catering industry."
Thomas Hirschberger, Founder, Sausalito's and Hans im Glück, Germany

Who Should Attend

Entrepreneurs, founders, company leaders, multi-unit managers, area managers, and restaurant general managers looking for insight into their own companies or who want to move to the next level of corporate restaurant leadership.

Faculty

This highly interactive multiday seminar is led by **Christopher C. Muller, Ph.D.** He has focused his research on multi-unit restaurant brand management; chain restaurant organization development and growth; and the training of multi-unit managers for over 25 years. He is currently Professor of the Practice at Boston University's School of Hospitality.

Special Guest – Andreas Karlsson

Andreas Karlsson, Managing Director, Sticks'n'Sushi UK Ltd, will share his experience in helping to build some of the most successful multi-national restaurant organizations through creating and sustaining strong company culture while managing strategic growth.

Location

The class session will be held in the GDI Gottlieb Duttweiler Institute in Rüschlikon/ Zurich/CH, www.gdi.ch

Accommodation

Hotel Sedartis, Thalwil/Zurich, CHF 210-220/ night excl. breakfast, www.sedartis.ch
Hotel Belvoir, Rüschlikon/Zurich, CHF 240-250/ night excl. breakfast, www.hotel-belvoir.ch
Please indicate the booking code: MURS 2019

Price

The fee for the Three Day Certificate Program including all course materials, 3 luncheons and 1 dinner.
1st person: CHF 1,980
2nd person from one company, etc.: 10% discount

Booking

www.gdi.ch/murs19

Organizers





2019: 21 May (start: 9.30 am) to 23 May (end: 3 pm) – Zurich, Switzerland

Successful Multi-Unit Restaurant Management: Becoming the Leader of Managers

Course Objectives & Participant Benefits

This Successful Multi-Unit Management Program provides the restaurant entrepreneur, rising corporate manager or the seasoned professional with both new perspectives and practical knowledge. It is filled with new material.

Prof. Muller has shared his teaching and research with many of the leading restaurant companies in the UK, Europe, Asia and the U.S. He is one of the founders of the European Foodservice Summit and is currently Professor of the Practice at Boston University's School of Hospitality.

This program is based on his being a former restaurant owner/operator and his extensive work with managers and leaders from all levels of the global restaurant community.

Information & Booking

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The 3 Day Programm

Day 1: Systematic Innovation as a Management Tool

We will discuss the roles and practices every leader must master.

- The New Restaurant – Trends & Innovations
- Systematic Innovation as a Management Tool
- Creating Both Stickiness and Frictionless Goals
- Navigating the “Black Hole” and Other Traps

Day 2: Managing in a Branded World

For the person looking to become a multi-unit leader this session will be of immediate benefit.

- The Restaurant Brand as Competitive Tool
- Creating Your Inventory of People – “Who’s In Your Seven?”
- Active Inventory Workbook
- Surfacing Culture: Your Heroes, Legends, Myths – Mr. Andreas Karlsson

Day 3: Facing the Winds of Change

We conclude with a discussion of the importance change plays in the practice of management and leadership.

- The Four Keys – Change, Vision, Champion, Serve
- Becoming the Leader of Change

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