



Culture Deck

A thick, solid red horizontal bar located directly beneath the "Culture Deck" title.

Entrepreneur

*Nation's
Restaurant News*

 **TotalFoodService**
FOODSERVICE NEWS • INDUSTRY TRENDS • EXCLUSIVE INTERVIEWS

www.dineline.co



What This Deck Covers

- ✓ Our “Why”
- ✓ Our Mission & Company Vision
- ✓ The excessive importance on our values
- ✓ “A Player” Performance
- ✓ How we think about systems
- ✓ Trust and context decision making
- ✓ Promotions and development

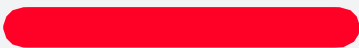
The Best Way For DINELINE To Thrive Is...

A STRONG AND CLEAR CULTURE

OUR VISION

A World where Dineline becomes the default and most effective way to grow ANY restaurant.

Our Mission



To create tools that foster transparency and growth within the restaurant industry.

By creating a more transparent world within the restaurant industry, we can foster a more connected relationship between guests and the restaurant they love to eat at. Which also means more profits and growth for our clients that partake in this.

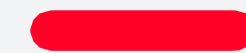
The Best Way To Do This Is By

**STAYING TRUE TO OUR COMPANY VALUES AND
MAKING IT THE BASELINE OF ALL OUR ACTIONS**



NO B.S. VALUES

Many companies talk about values and post what they care about all over the site and brand... And then do not follow them at all.



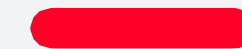
For example, in the supplement industry, many large companies state their values are health, pioneering and creating better ways for people to get in-shape.



**It's Not Just
About Saying It.**

It's DOING IT.

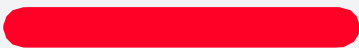
Yet these companies consistently release unhealthy money grabs that do not help people get fit. They are known for making empty promises to customers due to going for money instead of what's right for the customer.



They do not pioneer. They repeat the same mistake over and over again.



The Real Company Values Are Shown



- ✓ By how the company and its employees make decisions.
- ✓ It is shown with products delivered to their customers.
- ✓ It is shown by who is rewarded and promoted inside the company.



Our real Company Values are what we reward,
promote and look for in our team

**WE WANT TEAMMATES WHO
EMBODY THESE VALUES.**

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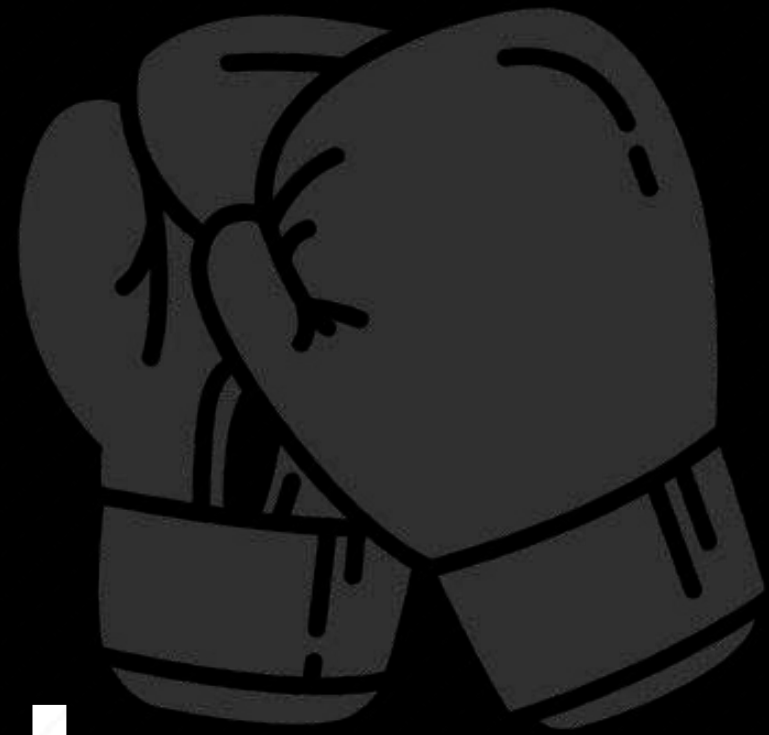
THE DINELINE CORE VALUES



1. **PERSONAL RESPONSIBILITY:** We take ownership of our actions and outcomes, refusing to blame others or make excuses
2. **UNIMPEACHABLE CHARACTER:** Be the type of person with whom people are always proud to associate, personally and professionally.
3. **CREATE THE “WOW” FACTOR:** We always ask ourselves, “Will this impress our clients enough to tell someone about it?” We put forth our best effort every day to deliver exceptional work.
4. **“THE CHALLENGER” – FIRST PRINCIPLES:** We deconstruct problems to their fundamental truths, rejecting assumptions and traditional methods, to build innovative solutions from the ground up.
5. **“THE INNOVATOR” – RADICAL CREATIVITY:** We foster a culture of creativity and continuous improvement, encouraging experimentation and learning from failures to stay ahead of the curve.



DINELINE



PERSONAL RESPONSIBILITY

Remember the movie “Rocky”? In the movie, Rocky Balboa has everything stacked against him – he’s uneducated, an underdog, and he has an opportunity to fight the heavyweight champion. He could have every excuse in the world on why he couldn’t win the fight but owns his situation and triumphs. At DINELINE we operate the exact same way.

We take ownership of our actions and outcomes, refusing to blame others or make excuses. It's okay to not hit metrics occasionally, but we should always know "why" we didn't hit them and have a game plan around getting back on track. We embrace responsibility and hold ourselves accountable for our performance.



CREATE THE “WOW” FACTOR



Referrals and unsolicited word of mouth are the #1 indicators that we are making our clients happy. When people have a GREAT experience they tell people about it. Brands like Slack, Uber, Shopify grew almost entirely from word of mouth because their customers couldn't stop sharing their experience.

This is our goal with DINELINE. At DINELINE we aim to make interacting with our team something that makes people go “Wow, this is an experience I have to share”. When we talk to a customer or make something new we must always think “Is this experience something worth sharing?”. There is no better way to ensure our customers success AND our continued success.



DINELINE



UNIMPEACHABLE CHARACTER

At DINELINE, we are a fast-growing and remote-friendly company. This means that our team members are trusted to work without supervision and with minimal communication. This leaves us very open to abuse of remote working and/or minimal work requirement which pushes problems to others. This CANNOT happen as it ruins the experience for others.

We cannot afford to have team members who don't pull their weight or operate as a lone cowboy, only thinking about their needs and not the team's. We must trust that each team member can count on another team member no matter what.

We are a team and we fail or succeed together. Just like the Avengers, each person has their own unique super powers and is strong individually, but we're strongest when we can work together and have each other's backs.



DINELINE



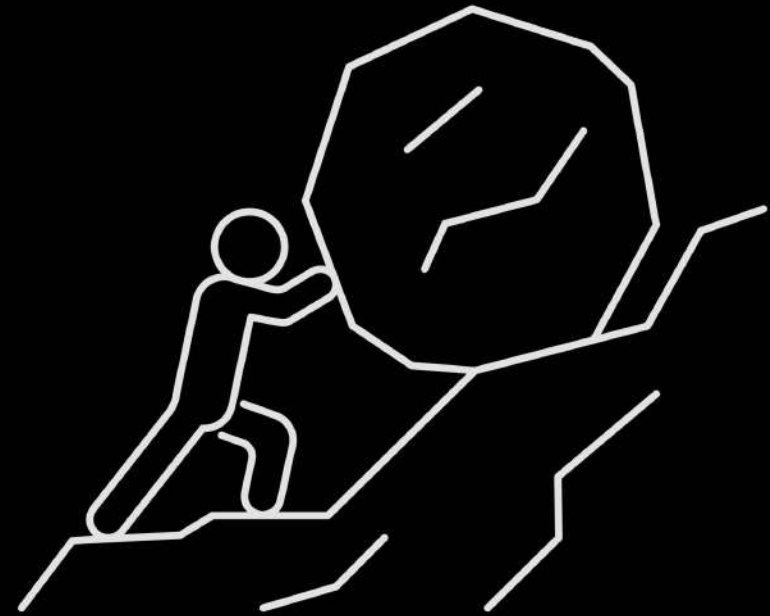
UNIMPEACHABLE CHARACTER

EXAMPLES

- ✓ Spotting an alerting team member of non-obvious problems
- ✓ Grabbing someone's work or fixing a problem without being asked because it helps them
- ✓ Making sure your work has no errors before being passed to your team
- ✓ Working together to make a customer happy and ensuring the entire communication process (sales team to account manager) is correct
- ✓ Proactively working outside our immediate job roles when needed.
- ✓ Finding solution to problems instead of blaming each other.



FIRST PRINCIPLES: THE CHALLENGER



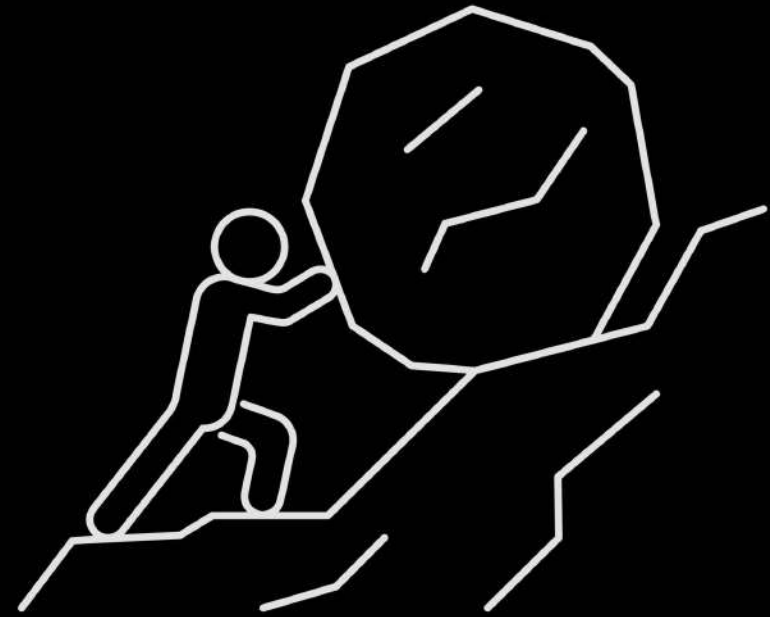
The Challenger – 1st Principles Thinking:

- ✓ Focus on identifying and understanding the basic elements of a problem or concept.
- ✓ Reject assumptions and traditional methods; deconstruct ideas to their core truths.
- ✓ Emphasize continuous learning, critical analysis, and innovative problem-solving.
- ✓ Foster a culture that encourages questioning assumptions and creative thinking.
- ✓ Build solutions from the ground up by questioning why problems exist and addressing their fundamental truths.



DINELINE

FIRST PRINCIPLES: THE CHALLENGER



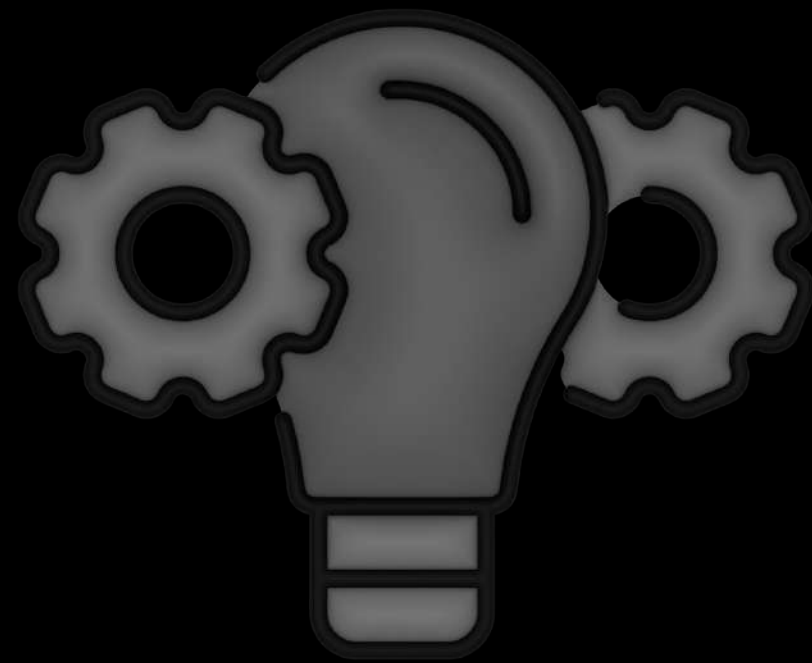
Think about how Elon Musk approaches problems.

When developing SpaceX, he didn't just accept the high cost of rockets. Instead, he broke down the problem to its basic principles: the materials, the processes, and the costs. By doing so, he was able to innovate and drastically reduce the cost of space travel.

At DINELINE, we challenge assumptions and build solutions from the ground up, just like Musk. We analyze every challenge to its core, uncovering fundamental truths and crafting innovative solutions that drive us forward.



RADICAL CREATIVITY:



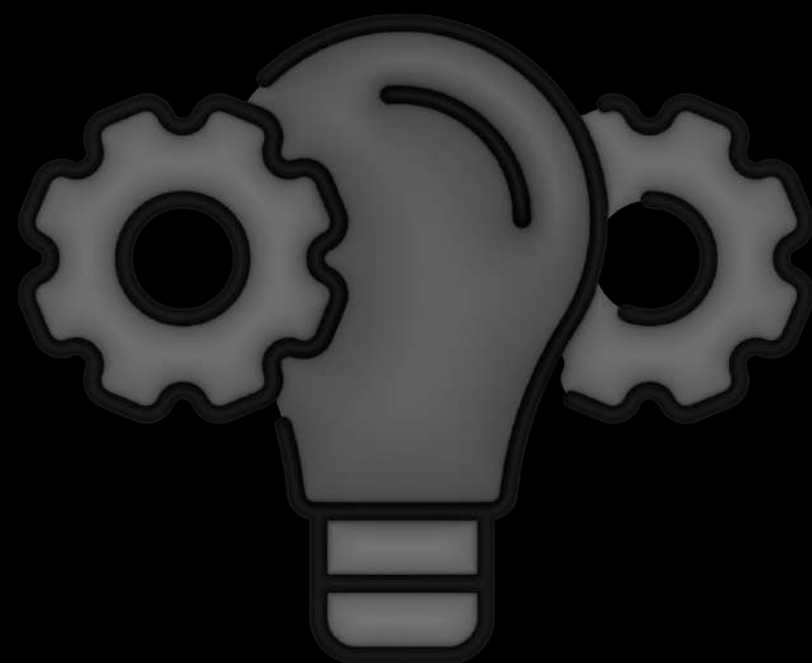
THE INNOVATOR

The Innovator – Radical Creativity:

- ✓ Encourage creativity and continuous improvement in all business aspects.
- ✓ Support experimentation and view failures as learning opportunities.
- ✓ Promote continuous learning and professional development.
- ✓ Provide access to the latest industry trends, technologies, and training.
- ✓ Possess a bold and visionary outlook, seeing opportunities where others see challenges.
- ✓ Anticipate challenges and proactively seek solutions with a forward-thinking mindset.



RADICAL CREATIVITY:



THE INNOVATOR

Consider how Pixar approaches storytelling. They don't just follow traditional methods; they encourage wild ideas, experimentation, and learning from mistakes. This culture of creativity has led to groundbreaking films that captivate audiences.

At DINELINE, we embrace this spirit of innovation, encouraging our team to take risks and explore new ideas to achieve extraordinary outcomes. We see every setback as a learning opportunity and continuously strive to push the boundaries of what's possible.

When in doubt, consult our values.

**IF YOUR CHOICES ALIGN WITH THEM, YOU
WILL ALWAYS MAKE THE RIGHT CHOICES.**

EXAMPLE #1

You notice a client is struggling with a Facebook or Google page integration due to not knowing how to get access from Corporate. They were excited about the integration but also not 100% sure how to go about asking Corporate for permission.

You could let the customer know that we won't be able to integrate with their Google or Facebook Page and take the easy road.

The Action Our Values Demands: You go out of your way to send them Loom instructions and offer to work with Corporate directly to help get the client access. You then offer to make a couple of small changes to their Google My Business listing because you know it will help them get better results.

CORE VALUES: Unimpeachable Character, Create The “Wow” Factor, Personal Responsibility

EXAMPLE #2

You are a sales rep and the lead flow is lighter than usual this month. In addition to less leads, there's a new sales rep on the team that is struggling. You aren't obligated to help the new rep and you already hit your KPI's so you can coast for the remainder of the month and wait for the leads to pick back up.

The Action Our Values Demands: You go out your way to give the new sales rep some tips fix his pitch and double down on your follow ups to create more opportunities while lead flow is slow.

CORE VALUES: Personal Responsibility, Unimpeachable Character

EXAMPLE #3

You notice that a key marketing campaign isn't delivering the expected results. Instead of just tweaking the existing strategies, you decide to break down the campaign into its fundamental elements: target audience, creative output, channels, and budget.

The Action Our Values Demands: You conduct a thorough analysis, questioning every assumption. By uncovering a misalignment in the target audience and adjusting the way that the message is presented to a more impactful format, you rebuilds the campaign from the ground up, resulting in a significant performance boost.

CORE VALUES: First Principles - The Challenger, Create the “WOW” Factor

EXAMPLE #4

Your workload is manageable this month, and you've efficiently handled all your routine tasks. However, you've noticed that the team is struggling with an outdated and cumbersome internal process for managing project updates and tracking deadlines. While you're not directly responsible for process improvements, you see an opportunity to make a positive impact.

The Action Our Values Demands: You research and implement an advanced project management tool or platform that incorporates features like automated reminders, collaborative task tracking, and real-time updates. You design a custom dashboard tailored to the team's specific needs, incorporating unique features that enhance productivity and clarity.

CORE VALUES: Radical Creativity



The Foundation of Our Success

**ACCURATE “A PLAYER”
PERFORMANCE**

Accurate “A Player” Performance

At DINELINE, we thrive by being flexible and lean team that can hire talent from anywhere in the world. Because of this, it is beyond important that we not only hire A players but also ACCURATE A players.

“A Players” Only



At DINELINE because of the freedom and from home opportunities we give to our staff, we can only work with A players. B and C players are people that take advantage of freedom, push off work to others, and do as much work as they are “required” to do or as little as possible.

There is NO single bigger way to ruin a team of A players than forcing them to pick up the slack of B & C players. This is especially true in our virtual office.

Every person must be hold themselves to A level performance because we do not have time to monitor or motivate B & C players.

“A Player” Defined



An A player is not only a person who delivers high quality work, but does it quickly and without supervision. An A player actively wants to improve the company and their teammates.

An A player is a person who wants more responsibility and to help improve, fix, and be a part of solutions at the company, not just keep meet their quotas.

Accurate “A Players”



Being an A player is not enough though. For example, Babe Ruth had the most home runs of all time but also the most strikeouts.

Our customers require us to operate with an extreme level of precision so we cannot have players who might be geniuses and have great ideas, but who are reckless or turn in 98% done work.

We need A players who can not only get work done at a high level and quickly, but also cross their T's and are attentive to small details that a reckless genius may miss.



The Best Way For DINELINE To Grow Smoothly

**CONSTANT SYSTEM
IMPROVEMENTS**

Creating Systems Around Product Delivery



At DINELINE, we aim to systemize everything regarding product delivery for our clients. A large portion of our product service is based on humans, meaning we rely on them to create a consistent experience for every client at Dineline. The best way to avoid inconsistency in service delivery is to make it easy for our staff to work quickly and achieve results for our clients.

We will constantly replicate services and processes for our customers. If these are not systemized, we will repeatedly make the same errors, redo work, and ultimately harm our customers.

Additionally, the absence of systems and checklists will make it extremely challenging for new employees to join our team and be productive.

THE McDONALDS EXAMPLE

McDonalds is one of the most successful businesses on earth because ANY person can buy a franchise, copy their existing systems and have a successful restaurant (McDonalds has less than a 2% failure rate).

This is because of the extremely detailed systems and checklists McDonalds provides its franchises.

We must do the EXACT same at DINELINE...Except our product isn't greasy burgers... We offer a top of the line growth system.



Free to Improve Systems



At DINELINE our systems are only as good as the people paying attention to them.

We want every team member always looking for ways to remove unnecessary systems OR fix problems proactively.

Trust And Context Decision Making



Most companies work with every single decision needing to be approved by someone up the chain. This will KILL us.

While some decisions must be approved, such as approving a large payment refund or legal decision, we want our team to be able to make decisions based on the context we provided.

Context: Does this action align with our mission and values? If yes, make the call. If not, prevent it. You are trusted to make the call. All we ask is that calls are communicated.

Hiring And Promotions



At DINELINE, we aim to promote within first BASED on needs, skills and most importantly, the alignment with our values.

We would much rather have a person who matches our values and needs to be trained than a super genius lone wolf cowboy who plays only for himself.

We aim to hire people who fit our values first and skills second. We aim to promote people who are excited about our mission, vision and personify our values.

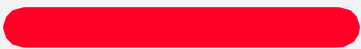


**OUR COMPANY WHEN
WE OPERATE AROUND OUR
VALUES**



**OUR COMPANY
WHEN WE
DON'T**

OUR VISION



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