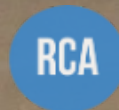


2021

RCA Consulting

Overview



Every world-class company is driven by a **clearly articulated culture** understood and lived throughout the staff complement.






People are motivated by a purpose which allows them to
part of something greater than themselves.



Guests spend more & return to places where they experience **value at multiple touch points.**



At RCA, we assist companies to
build **people-centric cultures** by
training & measuring the
appropriate **mindset & skill-set.**

Our HOW



1. **Defining** our Customer Experience Expectations.
2. **Educating** to eliminate the competency deficit.
3. **Measuring** to create accountability and establish the truth.

CLIENTS: The brands we have audited or trained in the last 12 months.

iStore



NESPRESSO



tashas

carlton hair



HARBOUR HOUSE
RESTAURANT

Reuben's
RESTAURANT & BAR



CORICRAFT

PRINGLE
OF SCOTLAND





The MODEL

Summary of Approach

Using what is already in place or working with the client to develop.

DEFINING OUR:

- PURPOSE
- VALUES
- BEHAVIOURS

1. DEFINE

(Customer Journey Standards)

TRAINING STAFF ON:

- PSYCHOLOGY
- SKILLS

2. EDUCATE

(Staff Training)

POSITIONS:
Frontliners to Managers.

CHANNELS:
E-Learning & Live Workshops

4. FEEDBACK

(Reporting Approach)

Empowering the community with transparency.

TRANSPARENCY:

- ALL STAKEHOLDERS KEPT IN THE KNOW AS TO STAFF PERFORMANCE

3. MEASURE

(Mystery Guest Programme)

ACCOUNTABILITY:

- MYSTERY GUEST PROGRAMME

Measuring the Customer Value Proposition



Training staff to execute key **moments of**
truth more effectively and consistently.



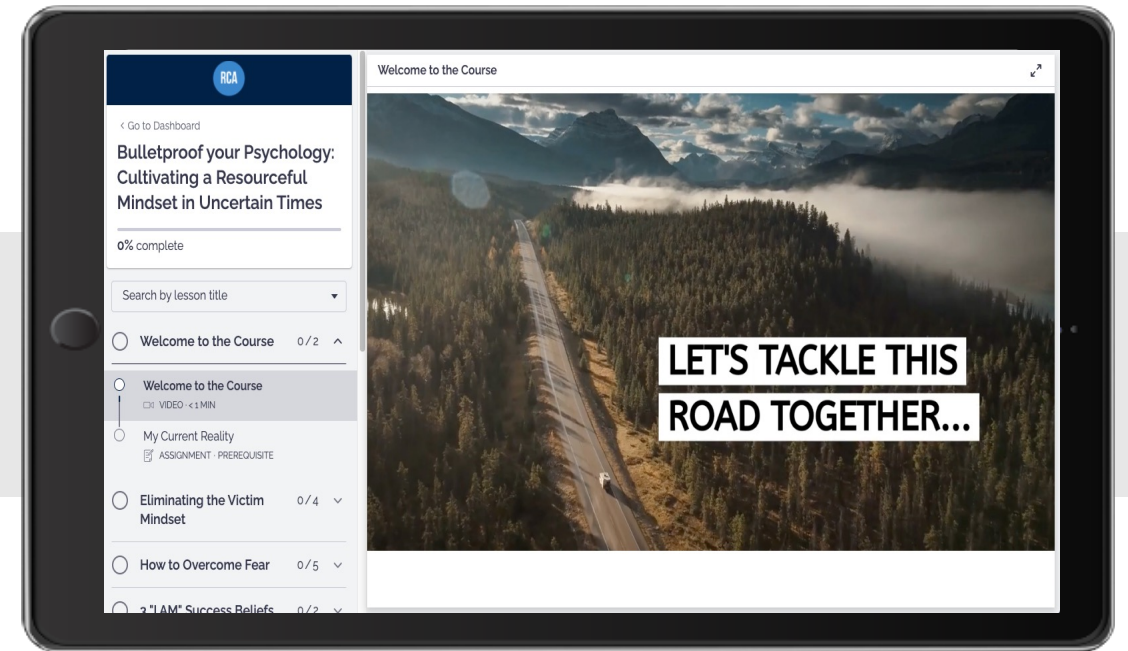
Training Modules

WHITE LABEL DIGITAL LEARNING



THE VREDE EN LUST PLATFORM

- Onboarding & Inductions
- Key Product Knowledge
- HR & Compliance Docs
- Knowing the Vrede en Lust Brand and Story
- RCA Content



E-LEARNING CONTENT OVERVIEWS

Leadership/Managerial Level

(including those being groomed for higher positions)



RCA - Championing Management & Leadership

This course is specifically curated for young managers who would like to acquire the tools and tactics to more effectively drive the right behaviour within their team.

37
Lessons



The Indispensable Employee

When we contribute intelligently to our organisation, we create unique value. Knowing how to do this in all facets of our work is what makes us truly indispensable. Join us in unlocking the indispensable employee in you.

54
Lessons



Emotional Intelligence: The Six Human Needs

In this course, we explore the six critical and practical human needs which drive our behaviour on a daily basis. These needs form a fundamental understanding of how your team tick as well as what makes them different.

17
Lessons

Leadership/Managerial Level

(including those being groomed for higher positions)



Digital Marketing: An Introduction

Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. We will introduce you to some of these channels in this course.

21
Lessons



Human Resource Management

Human Resource Management is the process of recruiting, selecting employees, providing proper orientation and induction, imparting proper training, and developing skills. In this course, you will learn some of these responsibilities.

30
Lessons



Administrative Assistant

Administration roles and responsibilities include providing support for all types of organisations, businesses, and staff members. You will learn some of their responsibilities in this course.

57
Lessons

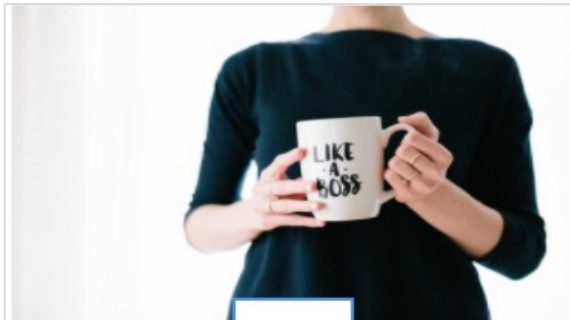
Leadership/Managerial Level (including those being groomed for higher positions)



Building Relationships in the Workplace

A course focusing on the 3 key fundamental relationships of business. A foundation course to get you on the path to building your network, making more impact on others and exponential career growth.

28
Lessons



Bulletproof your Psychology: Cultivating a Resourceful Mindset in Uncertain Times

It has never been more important than now to bulletproof your day-to-day thinking. This module provides you with the necessary focus areas to remain optimistic as well as the perspective to seek the next opportunity. Let's get stuck in!



41
Lessons

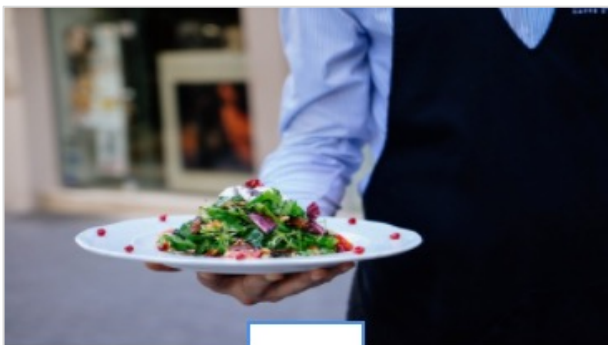


An Introduction to Developing Goals, Critical Success Factors & KPI's

How to create a set of goals, critical success factors and KPI's for you and your team. It's time to create progressive accountability in your business & life.

19
Lessons

Frontline Staff



The Ingredients of a First Class Waiter

In this module, we take a look at the attributes of the finest waiters across the world. These attributes we call the ingredients of a first class waiter. People who embody these attributes are the true professionals of hospitality.

18
Lessons



Waiter Excellence: Hard Skills

This module looks at the hard skills that are important to every service professional.

21
Lessons



Introduction to Wine: From the Grape to the Bottle

The Grape to Bottle Wine Module has been designed to provide you with a fundamental understanding of how wine starts as a fruit and ends as a delicious liquid. We unpack the wine-making process as well as understand how flavour is created.

37
Lessons

Frontline Staff



Introduction to the World of Whisky

Enhance your understanding of Whisky: A unique walk through the World of Whisky from different perspectives.

25
Lessons



Coronavirus (COVID-19) Awareness

As RCA, we are committed to going above and beyond to assist our clients during times of uncertainty. Thus, this short course aims to create awareness around the Coronavirus by summarising information from reliable sources.

Any learner is welcome.



Etiquette in the Workplace

Having etiquette rules at your workplace is essential if you want to foster a professional and civilised environment for anyone who interacts with your company. We will cover some of these aspects in this course.

51
Lessons

Live Training Modules

Vrede en Lust
Service Culture
Module

ALL FOH & HOUSEKEEPING STAFF

Vrede en Lust
Compelling
Communication
Module

ALL FOH & HOUSEKEEPING STAFF

Best in Class Waiter
Module

F&B STAFF

Floor Managers
Module

ALL FOH STAFF

Out the Bottle Wine
Service Module

F&B STAFF

Supervisors Module

ALL FOH STAFF

Heroic
Housekeepers
Module

ALL HOUSEKEEPING STAFF

Formidable Front
Office Module

ALL FRONT OFFICE STAFF

The VNL Service Culture Module



1 Day Module

Focus Areas:

- What is a Culture of Service?
- Understanding today's establishment Guest: What are their expectations?
- Building a Relationship: Connecting to guests through knowledge.
- Creating a Memory: Exceeding Guest Expectations more consistently.
- Developing your Relationship with fellow team members.
- Case Study – Learning from those who have been there and done it.
- Approaching service with the Proactive lens.
- The Importance of Product Knowledge: Adding value beyond expectation
- Thinking out the Box: The ability to solve a guest's needs
- Developing the capacity for Attention to Detail: Addressing the finest aspects of Service and Self.
- Listening Skills: Developing the amount of information you retain from a guest
- The Power of Teamwork in Service: Practical exercises to build teamwork
- Knowing your Establishment: Developing the ability to converse on your establishment to guests based on acute knowledge thereof

Our Foundation Module

The VNL Compelling Communication Module



1 Day Module

Focus Areas:

- What is Communication in Hospitality?
- Effective Listening: *How to quickly learn about your guests*
- How to learn and remember guest's names
- The right questions to ask guests
- Building rapport with guests
- Reading guests through their communication
- Topics to avoid when speaking to guests
- Communicating to different guest types
- Developing a more professional body language
- Communicating product knowledge
- Effective communication with colleagues
- Maintaining open channels of communications
- Handover Communication: *Sharing the knowledge*
- Dealing with difficult guests
- Role Play Simulations
- Written Assessment

The Best-in-Class Waiter Module



1 Day Module

Focus Areas:

- Creating Five Star First Impressions
- The Impeccable Introduction – The Start to Selling Yourself and your own Brand
- Orientating Guests on your Menu – A Focus on Flavour
- The Art of Recommending: Food and Wine
- Taking Orders: A focus on the key skill of Active
- Listening
- Vigilance on the Floor
- Presenting and Clearing: Taking a specific approach
- Introduction to Food and Wine Pairing
- How to adapt your service to different guest types
- Winning over the Close-Minded Guest
- Using your Senses to Create the Ultimate Guest Experience

The Floor Managers Module



1 Day Module

Focus Areas:

- The Management versus Leadership Function
- Delegating effectively
- Motivating Staff
- Communicating expectations clearly
- On-the-job training
- Reviewing staff performance
- How to build a following rather than relying on authority
- Dealing with adverse/demotivated staff
- Keeping ourselves as Managers motivated
- Case Study: Looking at those who have succeeded at Management
- Communicating the Boschendal Way and building the culture

The Out of Bottle Wine Service Module



1 Day Module

Focus Areas:

- Understanding the Journey from Grape to Bottle
- Unpacking the common Red and White Varietals
- The spectrum of Flavour in Wine
- Understanding Balance in Wine
- Discussing the Wine List to Guests
- Presenting Wine
- Opening Wine
- Pouring techniques
- Scanning during Wine Service
- Up-selling Wine
- Introduction to Food and Wine Pairing
- Simple vs Complex Flavour
- Wine Terminology: Pronunciations
- Blended Wines
- Glassware

The Supervisors Module



1 Day Module

Focus Areas:

- What is Management?
- Roles of a Manager
- Types of Managers
- Styles of Management
- Leadership
- Management by Walking Around (MBWA)
- Managing People
- Problem Solving
- Team Cohesion
- Motivation
- Feedback
- Training Staff
- What is Culture
- Conflict Resolution
- Building a Rapport
- Truths about Management
- Scanning

Certification

- Tailored certification for staff who complete the module with the required assessment score.



TYPICAL STRUCTURE OF DELIVERABLES

(12 month period)

LIVE LEARNING:

8 x live workshops per 12 months.

MYSTERY GUEST:

6 x mystery guest audits over 12 months.

E-LEARNING:

24/7 access to the Digital Learning Platform.

CONTACT US

RCA Consulting

4th Floor

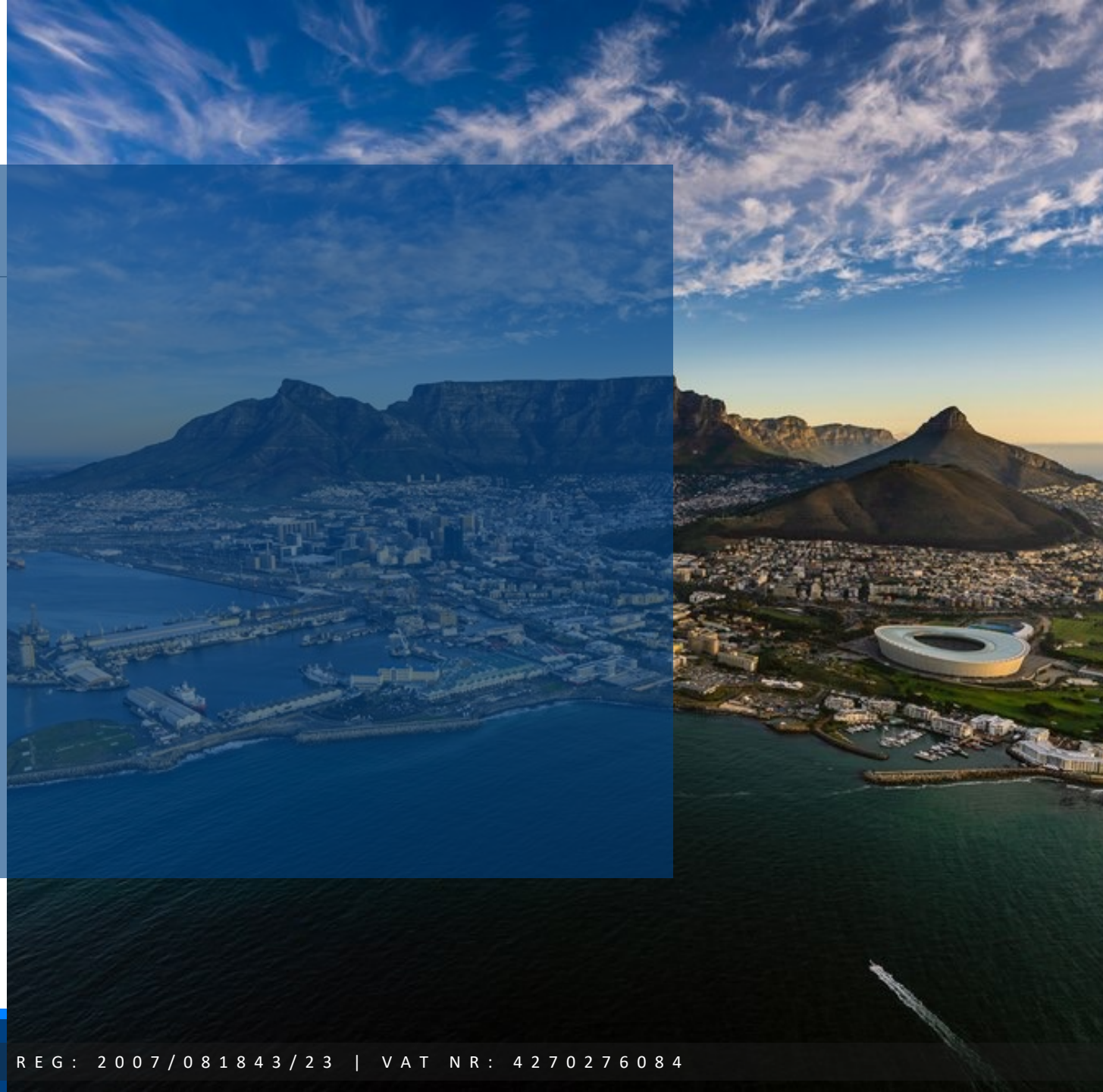
Sunclare Building

Claremont

7708

info@rcaconsult.com

www.rcaconsulting.biz



The RCA logo is centered on a dark blue background. It consists of a light blue circle containing the letters "RCA" in white, bold, sans-serif font. A thin, bright blue horizontal line runs across the bottom of the image.

RCA