

Destination 10 Quality Improvement Program Gets Dramatic Results

WE DISCOVERED THE MAGIC FORMULA

by Donald C. Miller, R.D., C.E.C.

WOW! April 20, 1997 was an exciting day for me in my San Diego office. That morning I received a fax from Neva Burton, the Food Service Director at Kaweah Delta Health Care District in Visalia, California. She was faxing me the impressive results of her latest Press Ganey Client Satisfaction Survey. It had improved by a whopping 65%. In her fax, Neva said the improvement was due to the inspiration provided by the new Destination 10 Quality Improvement Program.

Neva and her team deserve a lot of credit for this dramatic improvement. I am very proud of all of them. But, I'm also proud of Destination 10. It has been implemented in hospitals, nursing homes and schools all over the country with great success. Consequently, I have been showered with comments, letters, and phone calls complimenting Destination 10. But, this is the first time that I've received statistical proof that the program really works. I was elated!! Destination 10 was validated by official numbers.

The goal of Destination 10 is to achieve a food quality and service level of 10 based on a scale of 1 to 10. For years I've been preaching culinary excellence to the food service managers and directors but it wasn't until 1996



when I started preaching to the cooks and food handlers that I started to see dramatic results. The entire food service team is inspired and empowered to adopt a new attitude and philosophy based upon the concepts that Food Quality is Job One and Food Service is Show Biz. The Destination 10 philosophy involves empowering the team members to constantly pay attention to details and do whatever it takes to make sure that the food that is served is as attractive and tasty as possible. The secret is that we teach the team members to strive for the 10 level because it's the right thing to do, not because the boss or "Chef Don" is asking

them to do it. This approach, coupled with making the team members feel good about themselves and their work, is all part of the magic formula.

In addition, Destination 10 takes into consideration some of the basic challenges pertaining to most institutional food service operations such as:

- Tight budgets
- Tight staffing
- Stressed staff
- Resistance to change

There is no doubt in my mind that your foodservice department can also achieve excellence if you implement the Destination 10 philosophy. It is a program that helps you work smarter not harder without spending more money. Others are doing it with dramatic results. You can do it too!! For further details about Destination 10, contact "Chef Don" at (800) 791-8614.

"Chef Don" is an internationally known speaker, author, media celebrity and consultant, specializing in serving the institutional food service industry. He is one of only four people in the nation to possess the unique combined credentials Certified Executive Chef and Registered Dietitian.

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