

# FOODSERVICE Director

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A BILL PUBLICATION

## MANAGEMENT

BRINGS F/S STAFF INTO THE PROCESS:

# 'Destination 10' training lifts sales, teamwork

**F**oodservice is showbiz today, proclaims Chef Don Miller, the creator of Destination 10, a program that teaches operators how to create permanent improvements in teamwork, creativity and sales results in their foodservice departments.

"Destination 10 is simply the name for our quest for excellence" he says. "It is a revolutionary culinary improvement program that is practical, inexpensive, and works."

In 1996 "Destination 10 started taking off like crazy" when Miller began "preaching" to employees. For years he says, he directed his advice only to f/s and "the impact wasn't great" but when the employees were brought in, "the impact was huge."

**Taking the steps:** Miller describes Destination 10 as "a philosophy" and himself as "the cheerleader." Its aim is to achieve a food quality level of 10, based on a scale of 1 to 10. The program can be implemented in one week, Miller believes, but it is moving from step to step which is difficult.

"Teams are inspired, taught new attitudes and philosophies, based on the con-



Chef Don stresses importance of color presentation.



cept that food quality is Job One," he explains. He relaxes the employees and shows them the fun side of foodservice. "I schmooze them. I sell them the idea that

they all ought to strive to be a 10—not for me, not for their boss, but for themselves."

Miller also stresses to foodservice staff that they must "work smarter, not harder." His aim is to work more efficiently, so more is done in less time.

**Latest results:** The program had a huge impact at Kaweah Delta Hosp. in Visalia, CA, whose ranking in the Press Ganey Client Satisfaction Survey rose from 43% in December 1996 to 71% three months later, following a three-day visit by Chef Don.

According to fsd Neva Burton, MA, RD: "Chef Don was the person who was able to motivate my staff when I wasn't able to."

Miller rewrote menus for the facility, making them much healthier and lower-fat. He taught staff to thicken soups with low-sodium soup bases, flour and pureed vegetables rather than with the heavy roux they were using. More herbs and seasonings are now used to give flavor without fat or salt.

Healthier entrees were also incorporated and today the hospital offers a choice of at least one daily. Healthful cranberry chicken was substituted for