



Your Flavor

INSPIRING HOSPITALITY EXCELLENCE

KEY TAKE-AWAYS



FINDING YOUR FLAVOR

Inspiring Hospitality Excellence

With a keen focus on hospitality and foodservice excellence, this is an unparalleled opportunity for workplace hospitality professionals to enhance their industry knowledge and forge meaningful connections. Engage in sessions that blend creativity and storytelling, led by subject matter experts who inspire unconventional thinking and spark new ideas. Real innovation thrives within constraints – how can you push the boundaries of out-of-the-box ideas? Dive into discussions about cutting-edge amenity strategies and design approaches that have the power to reshape the industry landscape.

Session 1 | Beyond Brainstorming: Inspire Your Inner Idea Factory

Kyle Scheele

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Session 3 | My Flavor: How I Found It and Why I Share It

Kwame Onwuachi

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Session 4 | Amplifying the Amenity Experience: A Taste of What's Possible

Amplifying the Amenity Experience, Selection of Session 4's PPT

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Sally Minier

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SESSION 1

Beyond Brainstorming:
Inspire Your Inner Idea Factory





KYLE SCHEELE

Innovation Expert

The Patron Saint of Crazy Ideas

Every idea needs a chance.

- Everyone on your team has unique perspectives, experiences, and insights, but you won't tap into those if you don't build a culture where ideas have a fighting chance.
- What are ways in which you can encourage input from your team?

Every idea needs a home.

- Ideas are fleeting, momentary things. If you don't capture them, they're gone.
- Writing ideas down helps you remember them, but it also tells your brain "Ideas are important. Bring me more of these."
- For an individual, a notebook can be a great place for ideas. But ideas need a home within an organization as well. Does your team know:
 - What problems are keeping you up at night?
 - If someone has an idea that could solve one of those problems, what should they do with it? What processes are in place to identify great ideas and bring them to life? What resources are available to test new ideas?

Every idea needs a time and place

- It's tempting to wait for a better time (less busy, more resources, etc) but that can be a trap. All we have is the moment in front of us.
- Ten years from now, you will wish you had started earlier.

Every idea needs a bodyguard.

- Ideas are fragile, especially in the beginning.
- You have to protect ideas so they have a chance to get their legs underneath them before you start bringing in criticism.
- Every organization has a self-appointed devil's advocate. They're great once an idea has some legs, but in the beginning they need to be kept at bay.

Every idea needs a crew.

- Creativity is a team sport. The myth of the "lone genius" kills a lot of great ideas that would have benefited from outside input.
- Perhaps the reason that you haven't solved your problem is that you have the mistaken idea that you have to do it alone.
- Who can you ask for help, input, or critique?
- Who has skills that you don't have that could make this idea better?

For more tips on bringing ideas to life, visit www.KyleScheele.com or follow @kylescheele.



SESSION 3

My Flavor:

How I Found It and Why I Share It





KWAME ONWUACHI
Chef, Restaurateur, Author



Watch Chef's Table on Netflix

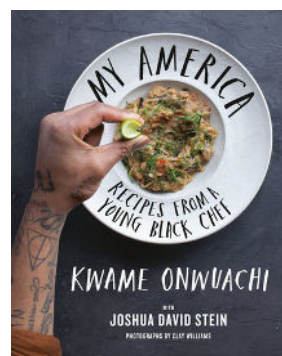
Season 7, Episode 2

Chef Kwame Onwuachi defied the odds to ascend to the top of NYC's food scene, where he honors the diverse cultures that have shaped the city.

TIME

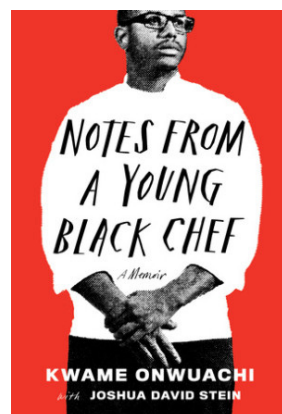
Kwame Onwuachi Is on the 2025 TIME100 List

Books by Kwame Onwuachi



My America

*Recipes from a
Young Black Chef:
A Cookbook*



*Notes from a
Young Black Chef*
A Memoir



SESSION 4

Amplifying the Amenity Experience:
A Taste of What's Possible



AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

Amplifying the Amenity Experience: A Taste of What's Possible



Helen Wechsler

Senior Director of
Global Food Program

Google

Moderator



Christine Gurtler

Associate Principal /
Design Director

Jacobs | Doland | Beer



Barry Lloyd

Senior Manager,
Support Services

Qualcomm



Sally Minier

Head of Workplace
Strategies

Jane Street Capital

AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT



AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

TYPICAL PLANS BY PHASE

MASTER PLANNING



Campus

PROGRAMMING / BLOCKING



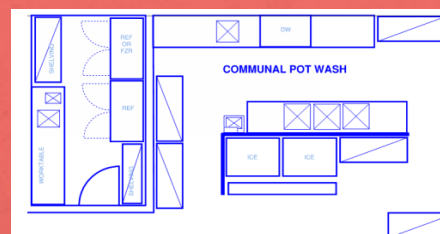
Building (by Floor)

PRELIMINARY SCHEMATIC DESIGN



Room

ADVANCED SCHEMATIC DESIGN



Area

AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

COMMON PROGRAMMING QUESTIONS



- What's the projected number of guests / employees served?
 - Onsite dining = building population * participation %
 - Restaurant = seats * turns + takeaway projections
- Does usage vary throughout the week?
 - Onsite dining – work from home policies can affect usage (Wednesdays tend to be busiest, Fridays quietest)
 - Hotels and resorts – can vary seasonally
- What's the food and beverage program? Is there a general menu(s) yet?
- For B&I, what is your company culture and how does foodservice fit into it?
- What are the hours of operation?
- What's the flow of receiving in & trash out? Vertical transportation?
- Will wares be re-usable and/or disposable?

AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

COMMON PROGRAMMING QUESTIONS (con't)



- What is the desired service style?
- For existing spaces: What's working well and what isn't? is there any existing POS data available for review?
- What's the desired price point? For onsite dining, will foodservice be run as P&L, partially-subsidized, or fully-subsidized?
- If there are multiple offerings, will they be supported from dedicated kitchens (adjacent to the offering) or a central/commissary kitchen (with staging / finishes spaces near each offering)?
- What will be produced onsite vs offsite? (i.e. breads, pastries, soups, etc...)
- Is there anything else we should know about your operations, guests/employees, or desired guest experience?

AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

MASTER PLANNING

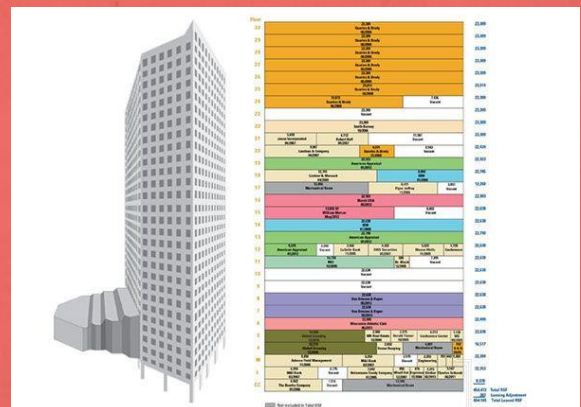


Visioning

A long-term planning document with analysis and recommendations.

This document serves as a conceptual plan for future growth and development.

It looks at how all pieces come together as one.



AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

PROGRAMMING



The framework for design

The research and decision-making process that helps to identify the project goals and framework for design.

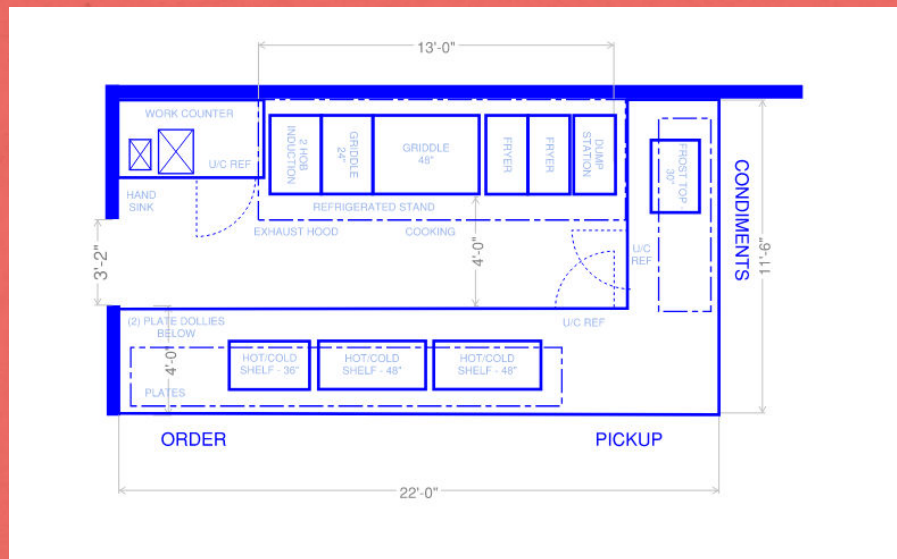


AMPLIFYING THE AMENITY EXPERIENCE

Selection of Session 4's PPT

SCHEMATIC DESIGN

Layers in details for furniture, fixture, and equipment placement.





SALLY MINIER

Head of Workplace Strategies
Jane Street Capital

Websites that are good resources for design of amenity spaces:

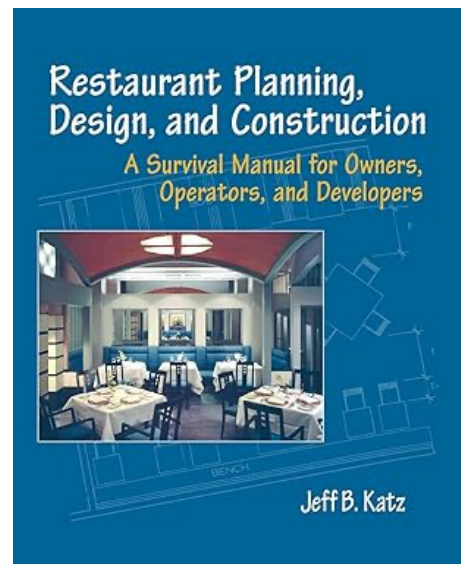
<https://officesnapshots.com/>

<https://hospitalitysnapshots.com/>

Good books on design of food service facilities



***Design and Layout of
Foodservice Facilities***



***Restaurant Planning,
Design, and Construction:
A Survival Manual for Owners,
Operators, and Developers***