

# Connect 2020

inno-vision session

**creating x**

**the task at hand...**

analyze - create - design - engineer

**analyze** | 'anl̩z̩ | (*British analyse*)

verb [*with object*]

examine methodically and in detail the constitution or structure of (something, especially information), typically for purposes of explanation and interpretation

**create**[kree-eyt]

*verb (used with object), cre·at·ed, cre·at·ing.*

to cause to come into being, as something unique that would not naturally evolve or that is not made by ordinary processes.

to evolve from one's own thought or imagination, as a work of art or an invention.

*Theater* . to perform (a role) for the first time or in the first production of a play.

**design** | də'zīn |

verb [*with object*]

decide upon the look and functioning of (a building, garment, or other object), by making a detailed drawing of it: *a number of architectural students were designing a factory* | [*as adjective with submodifier*] (**designed**) : *specially designed buildings.*

• do or plan (something) with a specific purpose or intention in mind: [*with object and infinitive*] : *the tax changes were designed to stimulate economic growth.*

# engineer

en·gi·neer | \ ,en-jə-'nir

transitive **verb**. 1 : to lay out, construct, or manage as an **engineer engineer** a bridge. 2a : to contrive or plan out usually with more or less subtle skill and craft **engineer** a business deal. b : to guide the course of **engineer** a rally

# we sell food & beverage

- Menu engineering is the design process that creates what we will sell
- The foundation of the food business plan design
- Use this as the basis for the day we will gather to evaluate/analyze

# analyze

- seek to fully understand the product you wish to design
- study facts associated through the interpretation of data
- derive conclusions that set the basis for your assumptions

*trending growth of plant consumption*



# create

- the vision of the goal, - the strategy
- the persona of the vision
- the assumed financial impact
- the approach that causes the goal to be reached - *the catalyst*

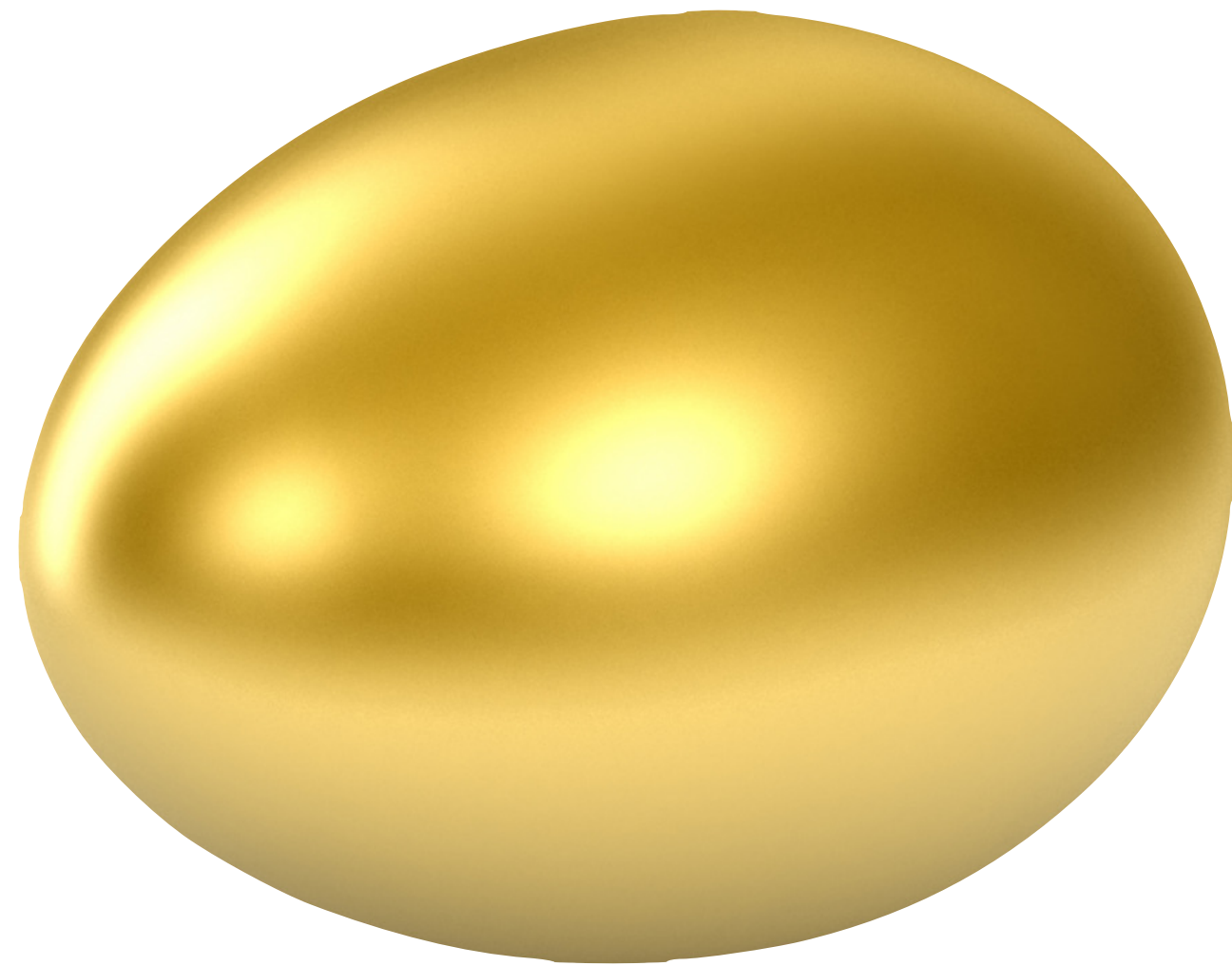
# design

- the outcome of your vision - the concept
- support the plan with assumptions that relate to the data - *the goals*
- build the detail that facilitates the goals to be reached
- the tactical implementation plan

# engineer

- how to bring the menu to reality from the tactical plan - CCPs
- plan how to ensure success and mitigate issues
- understand the financial impact
- schedule the process, including revisions and measurement

**X =**



# Innovation Pantry

- Boneless skinless chicken breasts
- Cherry tomatoes
- Garlic
- Olive Oil
- Green Beans
- Butter
- Milk
- Fingerling potatoes
- Braising greens
- Cream
- Herbs
- Anything else in the pastry



# pay attention

- Corey Spoke about creativity
- I spoke about the various operator considerations

waste  
model  
responsibility  
productivity  
transaction  
construct  
value

# walls come down

- Ideation is key, you all weren't really speaking conceptually
- Tactical was first, think concept and why
- Organization of thoughts are critical
- Draw from experience, and recreate

# reimagining

- What is innovation, the story, the why?
- How do we imagine, what do we think about
- Free-creativity
- What problem does this solve and who needs it?



# breakthroughs

- how does this idea contribute to a solution
- who needs what you did?
- why do they need it?
- what is the story?

# prototypes

