

NACS HR Forum 2024

Texas Born

**Learning &
Development**





Welcome To Texas Born

TXB, or Texas Born, is a family of restaurant-style convenience stores serving fresh-made food. With the motto, “Leave ‘Em Better,” TXB is continually looking for ways to give guests high-quality food items and first-class service, all stemming from the Texas roots upon which the brand was built. TXB has 50+ [locations](#) across Texas and Oklahoma

Meet Abby

Abby joined Texas Born (TXB) in 2021 as a Recruiter for the Operations team and the TXB Corporate office. After a year of discovery, hard conversations, and foundational developmental work, Abby proposed a new training and development system for TXB. She has spent the last two years creating, developing, and implementing a training program for TXB employees that reflects the values of the company while adhering to the high standards of operation that TXB expects of all employees.

When Abby is not at TXB, you can find her with her husband and three pups or curled up with a good book.





From the Training to the Field

Our Problem

- Employees reported training was difficult to follow and cumbersome
- Employees took extended periods of time to complete training
- Employees were unable to identify company values
- Most employee turnover occurred in the first three months of employment

Our Solution

- Reconfigure outline of training and reduce unnecessary “noise”
- Provide a framework with accountability objectives for training completion
- Incorporate company branding and connection to culture into framework
- Develop a program to bring branding, culture, training, and team building to increase retention

Training Framework

Company Values

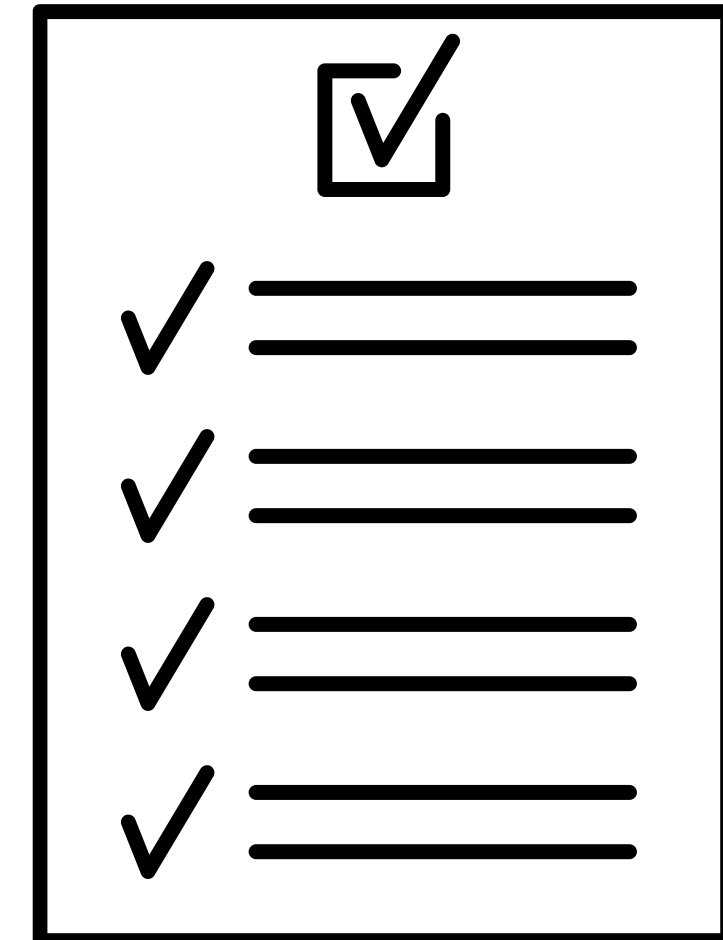
Each day of training is tied to one of our core values: Authenticity, Hospitality, Integrity and how we enact those values by being: Safe, Friendly, and Clean

LMS Usage

Locked each day so employees can only access content relating to day's message

Video Content Supports Hands On Learning

Our video content is short and digestible - giving employees time to work in-person on what they have learned.



Training Schedule

Day
1

Welcome to TXB!

Official onboarding and any unfinished state certifications. Today we connect with the team!

Day
3

TXB is Friendly!

Employees learn how hospitality is connected to customer service and our selling policies.

Day
5

TXB is Clean!

Our last day, team members learn how to keep our stores clean and customer-ready!

Day
2

We are TXB!

Employees complete all TXB Culture videos today to learn about the company and prepare for task-oriented training.

Day
4

TXB is Safe!

Employees learn all things safety. From fire safety to payment scam prevention to food safety - we want employees confident in safety practices.

Welcome Packets



Welcome Packets

WELCOME TO OUR TXB FAMILY!

Howdy!

We are delighted to have you and we all welcome you to TXB. We are happy that you chose to join us and form part of team TXB. We are confident that someone with your skill and knowledge will be of great value to the team. We are truly excited to witness the great level of **authenticity, hospitality and integrity** that you will bring to TXB.

On your first day I will meet with you and will be going over your role and responsibilities in detail. I will introduce you to your mentor and to your teammates.

In the upcoming days you will go through both online and hands on training modules. There's a lot to learn for your new position and about our culture and organizational procedures. If at any time you feel that you do not comprehend what is being taught to you, please feel free to ask myself and/or your mentor any questions. You will have some full days of training ahead and everyone here at TXB will make sure that you feel welcomed and comfortable right from the start. We want you to know that we are all anxious to see you succeed in your new role at TXB.

General Manager



NOTES:

LOCATION: _____

MANAGER: _____

STORE PHONE#: _____

MANAGER PHONE#: _____

TRAINING SCHEDULE	DATE	TIME	MENTOR	SCHOOX TRAINING MODULE

TRAINING & CERTIFICATIONS		LINK	USER NAME	PASSWORD
SCHOOX - MOBILE APP		tx.com/academy/TXBs		
TABC		lms360training.com		
FOOD HANDLER/MANAGER		lms360training.com		
UST A&B/ CLASS C		lms360training.com		
SANDWICH ARTISRTY (SW)		partners.subway.com		

- ADP
- ONBOARDING
 - ADP LOG-IN
 - ADP MOBILE APP
 - FORMS
 - CLOCK-IN/OUT
 - TIME OFF REQUESTS
 - 2 WK SCHEDULES
 - PAY
 - DAILY PAY

- TXB MOBILE APP
- DOWNLOAD APP
 - REGISTER
 - MY ACCOUNT/POINTS
 - REWARDS
 - COUPONS
 - GAMES
 - PAY/MOBILE ORDERS

- UNIFORM
- HAT/VISOR
 - APRON
 - NAME TAG

Operational Accountability

Operations Buy-In

Held round tables with management to develop framework and content. Held Train The Trainer to provide opportunity to discuss program before roll out

10 Shifts, 3 Strikes

Each employee has 10 shifts from the time of hire to complete training. Managers can only have 3 employees out of compliance prior to termination. Structure copies to Area Management



Incorporating Culture and Branding

Culture

Day 1 - we introduce who we are, what we do, and why we do it.

Branding

All video content was produced in our store locations with TXB policies and TXB employees.



WE ARE TEXAS BORN.



Mentorship Program

Goal: Increase retention

Having a dedicated team member who is invested in the longevity of new employees

Goal: Reduce Management training time

Mentor's help reduce the training load of our managers, allowing them to run the best store possible.

Goal: Create incentive and mobility for current staff

Only the best of the best get to be a mentor!

Our Results



Length of Service Days

2022: 146.41
2023: 211.57

Turnover

2022: 248%
2023: 208%

Any other compelling numbers??





TEXAS BORN

Abby's Contact

Here is how to learn more about TXB or get in touch with Abby.



www.txbstores.com



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