



Frequently Asked Questions about the Multi U e-learning course

What is e-learning?

E-learning is a multimedia training course that you access through the internet on your PC, Mac, or laptop when and where you're ready to learn. It is self-paced, ready to go when you are, and remembers where you left off when you return to the course.

Who is the Multi U Course for?

Multi U is a dynamic online leadership development program designed in 2008 exclusively for foodservice leaders across every segment and brand. The course is ideal for:

- Chain restaurant Multi Unit Managers (area directors, regional managers)
- Franchisees who own more than one unit
- Franchisors who are trying to teach the fundamentals of multi-unit leadership to their associates and market partners
- Multi-unit independent operators
- Franchise Business Consultants
- High-potential General Managers who are being groomed for the next step

Who designed and created Multi U?

Multi U is powered by Sullivision.com's content, perspective, research and best practices. The interactive format and design was created by DiscoverLink in partnership with *Nation's Restaurant News*. *Multi U* covers the seven progressive leadership stages of multi-unit management in 21st Century Foodservice. It is full of detail, built in an interactive format that is rich in content, simulation, and guided practice.

How long is Multi U?

Multi U is over 6 hours long and divided in to 9 separate leadership modules that build on each other. It is designed so that you can learn from and interact with the content in each module and then practice the concepts and skills in your restaurants for a week before returning for the next lesson. *Multi U* remembers where you left off so you can learn at your own pace. This process of spaced repetition, guided practice and multimedia instruction (video, audio, print, interactivity) has proven to be the most powerful method of adult learning and execution. In addition, every *Multi U* user will get 6 months of follow-up coaching e-mails from course creator Jim Sullivan that expand on the content in the course and address additional leadership challenges MUMs will likely face down the road.

When You Finish This Course You Will Be Able To:

- Increase same store sales by 1% or more in your region
- Learn the leadership differences between “hands-on” and indirect influence
- Better align corporate goals to regional execution
- Develop and apply strategies that make things happen
- Foster collaboration among a multi-generational and multicultural crew
- Build trust and integrity and gain cooperation at every level
- Tie quarterly goals to shift execution
- Coach and motivate others to embrace change and succeed
- Lead a winning team, region, and organization
- Develop self-esteem, self-confidence and self-direction
- Build relationships across the organization and communities
- Create goals and action plans
- Manage change effectively and energetically
- Speak with clarity, confidence and passion
- Facilitate team processes and improve team decisions and morale
- Put stress in perspective; motivate others and build stronger relationships
- Make ideas clear; think on your feet
- Be a human relations champion; inspire others
- Learn how to handle pressure and maintain composure
- Develop flexibility in your communication style
- Communicate more effectively through active listening skills
- Create a team environment that promotes risk taking and decision making
- Identify and build the next generation of leaders from your unit managers and crew
- Differentiate between the skills of management and the art of leadership.
- Define and detail the 7 progressive Stages of Building High-Performing Partnerships and Teams.
- Measurably improve people, performance, and profitability across your territory or region.
- Put more time in their day, more drive in your team, and more purpose in your professional life.
- Deliver high-impact restaurant visits that measurably raise same store sales and lower employee turnover.
- Smartly inspire, motivate and develop Nintendo Generation crew and managers to the next level.
- Master the art of 21st Time Management to get the right things done in less time (and teach their team how to do the same.)



What are the course objectives? How does this program benefit MUM's and potential GM's?

This program is perfect for every level of expertise. Whether you're a new Multi Unit Manager, a veteran MUM, a franchisee operating multiple units, or a GM looking to grow to the next level, *Multi U* will provide you with fresh insight, practical skills, and deep smarts.

The comprehensive and definitive content helps every Multi Unit Manager better learn the core competencies and best practices of their position. It enables Multi Unit Managers to use common workplace challenges as problem-solving opportunities, and will appeal to both new and veteran multi-unit managers. This revenue-generating program will improve supervisory and leadership skills in half the time of traditional learning.

What does it cost?

The *Multi U* program is priced at \$799. However, for a limited time, you can access the course for a one-time cost of only \$699. That's an investment of less than \$1.99 per day. The money you'll save on paper manuals and materials alone will pay for the course. Live seminars and materials covering the same information cost nearly three times as much in fees and travel time.

How do I pay and is it safe?

Payment can be made safely and securely using any major credit card and learners may start immediately. Multiple user licenses (minimum of 5 or more) can also be purchased. Please contact DiscoverLink for billing options. Additional discounts may apply for organizations who sign up multiple users (with a minimum of 20 or more users) for *Multi U*. Please contact Chuck Roberts at DiscoverLink for additional details at **1 800-613-2551 x 708**

Can I try the Program before I buy? Is there a demo?

Yes. You can view a 10 minute video demo of the *Multi U* e-learning program at www.Sullivision.com/multiu .

What are the technology requirements to run the program?

This program requires:

- Flash Player version 9 or higher
- The latest version of Java
- Internet Explorer 6 or higher
- DSL or Broadband connection



Multi U provides support by e-mail at MultiU-Support@Discoverlink.com or by phone at 800.613.2551 x712. Support hours are 9:00AM-6:00PM Eastern, Monday-Friday.

How do I get started?

Go to <http://learn.discoverlink.com/multiu> On the front page, click the “Purchase Course” button. Or visit www.sullivision.com/multiu or call **1 800-613-2551 x 708**

What are the elements of the Multi U program?

MultiU features over 6 hours of extensive content. It also includes 6 additional months of follow-up insight, expertise, online coaching and content. MultiU uses a blended learning approach that combines audio, visual, print, video, simulation, and web-based instruction. Practice time and reflection time are built into each stage of the course to insure maximum retention and assimilation. MultiU is perfect for the modern Multi Unit Manager’s busy lifestyle and challenges. It can be experienced at home or in the office at the learner’s pace and timeframe. *The course chapters are bookmarked, tracking the individual course progress for both the learner and the learner’s supervisors so accountability is insured.*

In addition to access to the online course, every learner will receive

- A pre-course leadership assessment. The system analyzes your answers before providing feedback. After receiving your feedback, start the course. Take notes when something strikes you and feel free to spend additional time in the topics where the assessment indicated you might need further development.
- A complimentary one-year subscription to *Nation’s Restaurant News*
- High Impact Restaurant Visit Planning Template E-book and the Quarterly Business Planner E-book
- Access to an exclusive Multi Unit Manager web page featuring additional insight, downloads, podcasts, instruction and idea exchange with other multi-unit leaders.
- Membership in an industry-wide community of Multi Unit Leaders on Sullivision.com and access to the quarterly Webinars. These sessions will allow Multi U users to interact with industry leaders as well as each other in highly interactive questions and answer sessions to insure they get the most out of this program.
- A course assessment/evaluation after completion
- Bi-monthly follow up e-mails that expand on the content covering coaching tips, best practices, and current trends.

Is this pass/fail content? How long does it take?

The content adapts to the pace and learning style of each student and will take approximately 5-7 hours total to go through all 9 modules. Learning activities are designed to reinforce comprehension and application and therefore cannot be failed, except by abandonment. Incorrect answers have remediation questions to help learners understand why incorrect responses are wrong thereby helping them identify correct answers. At the end of the program, you can have the confidence that all learners have successfully responded to all learning events.

Is there a final exam?

No, all learning events are contextually-based and are strategically placed within the content. Supervisors will receive reports that detail course progress, completion or stalled progress for each user.

Is the Multi U e-learning program just like the Multi Unit Leadership book?

While the *Multi Unit Leadership* book covers a great deal of content, it is still a linear learning tool. That is, the content has to be read and understood, but the concepts cannot be truly experienced, practiced or applied. The Multi U e-learning course takes an experiential, interactive, and multi-media approach to the leadership role and content, allowing the learner to practice and apply the concepts as they see, read, hear, and watch. In the Multi U course, practicality is emphasized. Learners will leave this course confident, having practiced critical skills when the stakes are low, and having opportunity to apply rather than merely read about these key competencies. They'll learn specifics that every Multi Unit Manager can apply immediately. The MultiU e-learning program is:

- Content-rich: It is full of tested, real-world content proven to be effective and applicable immediately with your team and restaurants.
- Current: It is in tune with today's learning preferences. MultiU is a fast-paced, fun, and trackable online learning system for 21st century web-based Multi Unit Managers.
- Multi-tiered: An experiential critical learning course where Multi Unit Managers will gain practical knowledge and expertise via best practices, case studies, tiered learning, and ongoing coaching.
- Practical and realistic: The opportunity to react to common Multi Unit Manager challenges, thus customizing the learning experience and guaranteeing greater results.
- Hands-on application: An opportunity for Multi Unit Managers to practice real world solutions created through simulation so they don't practice on their managers.
- Efficient: A maximum transfer of knowledge that dramatically increases the speed at which Multi Unit Managers master their position.



- Self-paced: All about learning when you're ready, and allows Multi Unit Managers to go through the online content at their own pace.

What is the content in this program based on?

There are specific patterns of behavior that characterize and differentiate high-performing Multi Unit Leaders from low-performing Multi Unit Managers. *Multi U* is the result of over 3 years of exclusive industry research with over 500 high-performing foodservice multi unit managers from 26 different companies representing 9 different restaurant segments. *Multi U* details the specific behaviors and best practices of these “best-of-the-best” leaders. MUMs who take this course will be able to adapt and incorporate the insight into their own personal “success routines.”

Most MUMs surveyed (91%) felt their company’s tools and training resources for their position are “below average” or “inadequate”. In truth, MUMs receive less annual training than hourly crew:

Who	Annual Job-Related Training
QSR hourly associates	4 days
Full-service restaurant servers	7.5 days
Unit/General Managers	18.5 days
Multi Unit Managers	2.3 days

The multimedia content found in Multi U is effective and will produce results. The content in the MultiU course has already been taught, shared and used by companies like *Chili’s, Applebee’s, Marriott, KFC, Sonic, Target Stores, Texas Roadhouse, TGI Friday’s, Checkers, Taco Bell, Sonic, El Polo Loco, Papa Murphy’s, McAlister’s, Arby’s, Panera bread, Pizza Hut, and American Express.*

As you can see, the concepts and content in MultiU have been tested and applied with both chain and independent operators, and apply to every foodservice segment, including: QSR, casual theme, family dining, fast casual, contract foodservice, and fine dining.

Can we customize the online course to our company?

Multi U can be customized for your organization. Cost will vary based on the level of customization and the number of users. Please contact DiscoverLink for options and costing. DiscoverLink can be contacted at **1 800-613-2551 x 708**