

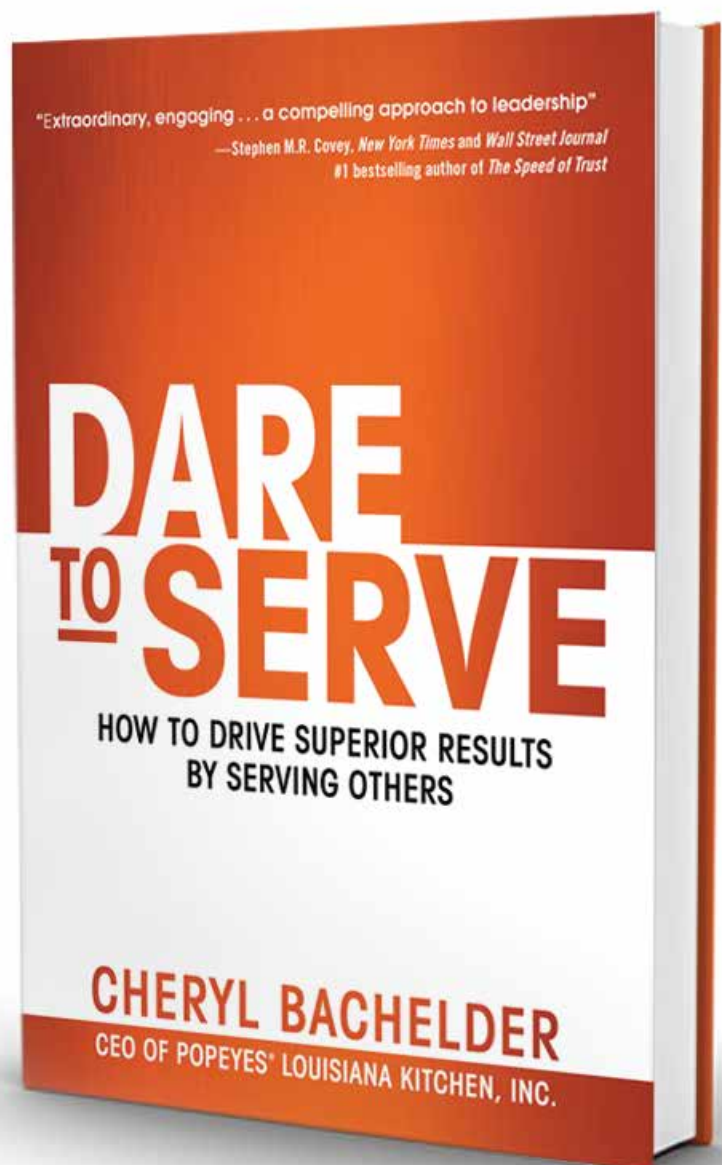
# PRESS KIT

RESOURCES AND INFORMATION FOR *DARE TO SERVE*

***Dare to Serve:***  
***How to Drive Superior Results***  
***by Serving Others***  
By Cheryl Bachelder

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# QUESTIONS & ANSWERS

WITH CHERYL BACHELDER

## WHY DID YOU WRITE THIS BOOK?

I wrote this book to share with other leaders the concepts and principles that we have used to drive a remarkable turnaround at Popeyes. My message is simple, but unconventional. If you move yourself out of the spotlight and dare to serve others, you will deliver superior performance results.

## TELL ME ABOUT THE FORMAT OF THE BOOK.

Dare to Serve is divided into two parts and eight chapters.

Part I: How to drive superior results

Chapter 1: Who will we serve?

Chapter 2: What is the daring destination?

Chapter 3: Why do we do this work?

Chapter 4: How will we work together?

Part II: How to become a Dare-To-Serve Leader

Chapter 5: Choose to Serve

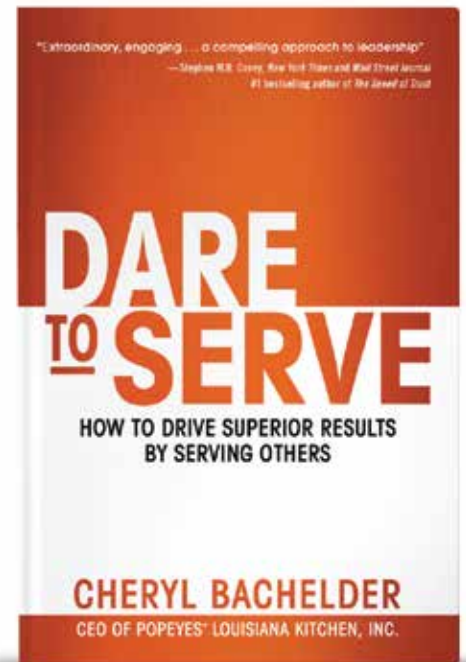
Chapter 6: Be Bold and Brave

Chapter 7: Have Clarity of Purpose

Chapter 8: Avoid the Spotlight

## 5 BENEFITS OF BECOMING A DARE-TO-SERVE LEADER

1. People will tell you the stuff you need to know.
2. People will more likely follow your bold vision.
3. People will actually do the stuff you need to get done without a lot of reminding.
4. People will grow in capability and improve the performance of the organization.
5. People will watch out for you – and protect you from yourself.



# QUESTIONS & ANSWERS

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## WHAT ARE SOME KEY THEMES IN THE BOOK?

Here are 8 quotes from the book that illustrate key themes from the book:

“Dare to Serve Leadership is a counterintuitive and counterculture form of leadership that emphasizes serving others within the organization, to drive remarkable, measureable results.”

“When you choose to humbly serve others and courageously lead them to daring destinations, the team will give you their very best performance.”

“Dare-to-Serve Leaders create work environments that bring out the best in their people.”

“It is the leader’s responsibility to bring purpose and meaning to the work of the organization.”

“Self-centered leadership is the enemy of high performing teams.”

“Dare-to-Serve Leadership requires deep-rooted personal conviction; it’s a demanding path.”

“As the leader, your followers are looking for your weaknesses, and praying for your strengths. Give them what they pray for – a daring, aspirational plan that fixes real problems and yields results.”

“Dare-to Serve Leadership requires deep-rooted personal conviction: it is a demanding path.”

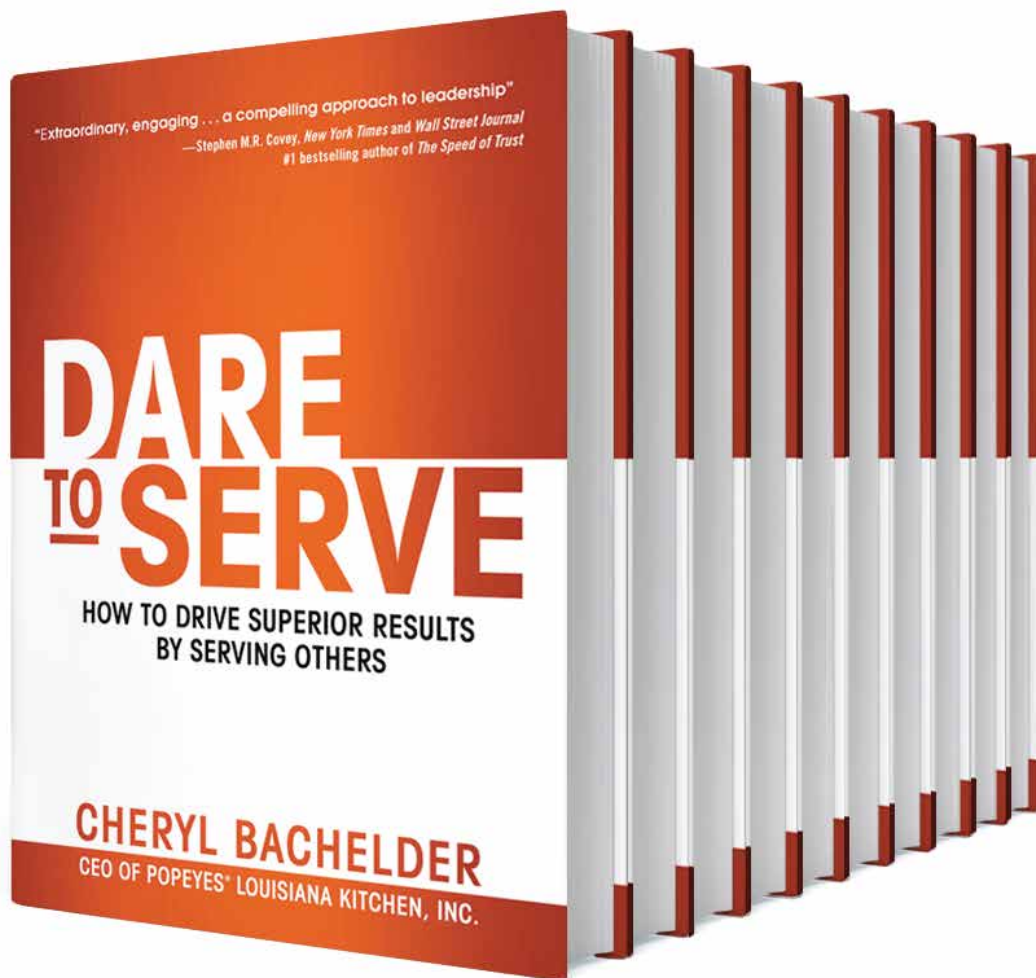
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## DESCRIBE THE AUDIENCE FOR THE BOOK.

This book is a book for practitioners – people leading right now – in any organization large or small, at any level. If you have been given a position to lead people and outcomes, this book is for you.

The inspiration for this book is not a group of famous leaders, CEOs, or celebrities. The inspiration for this book is ordinary people who want to extraordinary things wherever they are given the opportunity to lead – at work, at home, or in the community.



# ABOUT THE AUTHOR

## CHERYL BACHELDER

Cheryl A. Bachelder has served as CEO of Popeyes® Louisiana Kitchen, Inc. since 2007. Ms. Bachelder has led a remarkable turnaround of the company's financial results with a compelling strategic roadmap for growth and an inspiring purpose and set of principles. The results - industry leading performance for the franchise owners and the shareholders.

Ms. Bachelder has more than 35 years of experience in brand building, operations and public-company management at companies like Yum Brands, Domino's Pizza, RJR Nabisco, The Gillette Company and The Procter & Gamble Company.

At the time of Ms. Bachelder's 2007 appointment to CEO, Popeyes guest visits had been declining for years, restaurant sales and profit trends were negative. The company stock price had dropped from \$34 in 2002 to \$13. The brand was stagnant, and relations between the company and its franchise owners were strained.

Ms. Bachelder and her team created a workplace where people were treated with respect and dignity yet challenged to perform at the highest level. Silos and self were set aside in favor of collaboration and team play. And the results were measured with rigor and discipline.

By 2014, average restaurant sales were up 25 percent, and profits were up 40 percent. Popeyes' market share had grown from 14 percent to 21 percent, and the stock price was over \$40.

In 2012, Ms. Bachelder was recognized as Leader of the Year by the Women's Foodservice Forum and received the highest industry award, the Silver Plate, for the quick service restaurant sector, presented by the International Food Manufacturer's Association. She was also recognized as a 2012 Nation's Restaurant News' Golden Chain Award recipient. Ms. Bachelder also serves on the board of directors of Pier 1 Imports, Inc.

Ms. Bachelder holds a Bachelor of Science degree in Business Administration and a Masters of Business Administration in Finance and Marketing from the Kelley School of Business at Indiana University. She is married thirty-three years to Chris Bachelder and they have three grown daughters.



# PRAISE

## FOR *DARE TO SERVE*

"Extraordinary! *Dare To Serve* describes the kind of leadership so desperately needed in the 21st century. A powerful blend of courage and humility, Cheryl Bachelder's engaging story offers a clear path for leaders to follow, and what makes her message so compelling is the tremendous results she's produced. I highly recommend this book."

— **STEPHEN M. R. COVEY**, BESTSELLING AUTHOR OF *THE SPEED OF TRUST*

"*Dare To Serve* is a crisp narrative of Cheryl's profound leadership journey as a corporate executive. Through balancing people, purpose, and principles, Cheryl produces outstanding results. Don't miss this opportunity to learn how it's done."

— **DENISE RAMOS**, CEO & PRESIDENT OF ITT CORPORATION

"When I speak with leaders, it is hard for them to grasp that servant leadership drives both great performance and great human satisfaction. Cheryl Bachelder provides an inspiring manual on how to be a *Dare To Serve* leader who drives superior results."

— **KEN BLANCHARD**, COAUTHOR OF *THE ONE MINUTE MANAGER*

"It has been a long time since I have read a book from beginning to end in one sitting, but that is exactly what I did with *Dare To Serve*, and I had to force myself not to read it again right then and there. It is truly a masterpiece and I will be sharing it with many friends, including those whom I am mentoring, just as soon as it is on the book stands. "

— **COLLEEN BARRETT**, PRESIDENT EMERITUS OF SOUTHWEST AIRLINES

"Anyone who leads anything will learn from the crisp and engaging stories in *Dare To Serve*. It is one of the best leadership books I have read and is a must-read for any leader who cares. "

— **JOEL MANBY**, CEO OF HERSCHEMEND FAMILY ENTERTAINMENT

"Two. That is the number of minutes it took me to realize Cheryl Bachelder is serious about servant leadership and the number of pages in this book it took to hook me on the importance of her message. *Dare to Serve* will change the way you live and lead—if you dare to let it."

— **TOMMY SPAULDING**, *NEW YORK TIMES* BESTSELLING AUTHOR OF *IT'S NOT JUST WHO YOU KNOW*

# PRAISE

## FOR *DARE TO SERVE*

"By focusing on the purpose-driven success of those she leads, paradoxically, Cheryl Bachelder gets the results we all want from our organizations. *Dare to Serve* is about the gutsy principles she applied to a business desperately in need of a turnaround and the spectacular results she achieved."

— **TIM IRWIN, PH.D.**, BESTSELLING AUTHOR OF *IMPACT, GREAT LEADERSHIP CHANGES EVERYTHING*

"Cheryl Bachelder's brave and unconventional approach to the turnaround of Popeyes challenges all of us to step up our game. Cheryl stands in the gap for us, calling us to a purpose that will drive better results for our organizations, while putting the needs of our people and customers ahead of our own."

— **SCOTT MACLELLAN**, CEO OF TOUCHPOINT SUPPORT SERVICES, A COMPASS GROUP COMPANY

"*Dare to Serve* offers a candid, behind-the-scenes look at how a struggling restaurant chain was transformed into a soaring brand success through a simple but revolutionary model of leadership based on serving others. This book is a must-read for leaders of all kinds!"

— **PHIL CORDELL**, GLOBAL HEAD, FOCUSED SERVICE AND HAMPTON HOTELS, HILTON WORLDWIDE

"*Dare To Serve* chronicles both the remarkable turnaround story of Popeyes® Louisiana Kitchen, Inc., and Cheryl's inspiring personal journey of discovery, which galvanized her commitment to an unconventional approach to corporate leadership that has yielded remarkable results."

— **ANDY STANLEY**, FOUNDER, NORTH POINT MINISTRIES, INC.

"*Dare to Serve* stands out as one of the most practical, useful books on leadership that I have ever read. Full of real-world examples and grounded in the dramatic turnaround of Popeye's Louisiana Kitchen restaurants, Cheryl shares with us how to serve others with intention, competence, character, courage and humility. Her practical experience, proven results and contagious passion to serve others well is an inspiration to all of us who want to make a real difference in the world."

— **BONNIE WURZBACHER**, CHIEF RESOURCE DEVELOPMENT OFFICER, WORLD VISION INTERNATIONAL, (FORMER) SR. VICE PRESIDENT, GLOBAL CUSTOMER LEADERSHIP, THE COCA-COLA COMPANY

# PRAISE

## FOR *DARE TO SERVE*

"This book turned my thinking upside-down. Cheryl shares her road-tested wisdom and shows how and why Dare-to-Serve leadership works so brilliantly. This is a game changing book and should be required reading for all leaders."

— **ART BARTER**, PRESIDENT AND CEO, DATRON HOLDINGS, INC. & FOUNDER AND CEO, SERVANT LEADERSHIP INSTITUTE

"Compelling and inspiring! Bachelder makes the case for her people-focused approach to leadership through her real-life experience at Popeyes Louisiana Kitchen. Developed and honed in an industry where service to others is at the very core of what we do, these lessons are sure to translate not only across industries, but to our personal lives, as well."

— **DAWN SWEENEY**, PRESIDENT & CEO, NATIONAL RESTAURANT ASSOCIATION

"*Dare to Serve* is a game changer! The principles outlined create exponential results - far beyond what the individual ego will allow. Boards today are looking for 'Dare to Serve' type leaders to ignite possibilities in their organizations. This is a must read for leaders everywhere!"

— **JANE EDISON STEVENSON**, VICE CHAIRMAN, BOARD & CEO SERVICES, KORN FERRY AND CO-AUTHOR OF *BREAKING AWAY - HOW GREAT LEADERS CREATE INNOVATION THAT DRIVES SUSTAINABLE GROWTH--AND WHY OTHERS FAIL*



# RESOURCES

FOR DARE TO SERVE

## **PRESS INQUIRIES:**

To request an interview with Cheryl Bachelder regarding *Dare To Serve*, please contact Jaime Rupert at:

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To request a speaking appearance with Cheryl Bachelder please contact Donna Wilson at:

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+1 (404) 459-4601

## **WHERE TO BUY:**

Amazon

Barnes and Noble

800 CEO Reads

## **LEARN MORE ABOUT THE BOOK:**

[daretoserveleaders.com](http://daretoserveleaders.com)