

# THE FUTURE OF FOOD AND BEVERAGE:

Brought to You By Accelerate MT, Facilitated By Cascadia Management Group



This accelerator will help business owners in the food and beverage industry look at innovation and capacity opportunities in their business – from an organizational and industry perspective. They will learn from experts in the industry, fellow food and beverage providers, and business experts on how they are differentiating themselves to improve customer experience and recruit and retain talent. Participants will explore their opportunities to better connect with customers, explore the advantages of innovation in processes and people, connect with other like-minded business owners and industry experts, and receive an introduction to capacity building and change management, as well as practical and applied tools and skills to differentiate their business in the changing market.

## ACCELERATOR OBJECTIVES:

-  Gain a high-level understanding of the industry trends
-  Exposure to valuable resources for immediate implementation
-  Gain an understanding of how automation, A.I., robotics and other productivity enabling technologies can help advance the industry
-  Conduct a baseline assessment of your capacity across multiple core functional areas
-  Use a capacity dashboard as a tool for assessing your 6-week initiative sprint plan
-  Understand the business case for innovation and its role for your business
-  Learn how to assess your brand to advance your customer experience and offerings
-  Explore new strategies to better recruit, train and retain the right people for the right roles in your organization
-  Build skills in assessing your current capacity and how to align your financial reports to future identified improvements



# The Accelerator Overview



## Current State of the Industry and Your Business

- Gain a high-level understanding of industry trends.
- Explore a multitude of resources for your business.
- Learn about current food & beverage technology trends.
- Identify & develop strategies to minimize common distractions of external forces, such as supply chain & workforce issues.
- Populate your core assumptions & current capacity within the planning dashboard.



## Customer Experience and Unique Products

- Learn how to assess your brand to create new opportunities for advancing your customer experience & offerings.
- Identify what makes your product & customer experience unique.
- Explore techniques that will help you understand your customer's wants, needs, & fears.
- Populate your customer experience strategies within the planning dashboard.



## Automation and Innovation

- Gain an understanding of how automation, A.I., robotics, & other productivity enabling technologies can help advance the industry.
- Discover the business case for innovation & the role it could serve in your organization.
- Discuss & understand how to build a culture of continuous improvement by developing a culture of innovation.
- Populate your innovation wheel & desired future capacity within the planning dashboard.



## Advancing Your Workforce Strategy

- Learn strategies to better recruit, train, & retain the right people for the right roles in the organization.
- Explore current food & beverage human resource challenges.
- Explore the best techniques to engage your employees through effective communication strategies.
- Enhance your brand for effective hiring & retention.
- Populate your workforce strategies within the planning dashboard.



## Planning Your Growth Strategy

- Determine which of the winning growth strategies discussed best align with your current & future goals.
- Define what growth looks like for you & your organization.
- Measure & identify your capacity level across your core functional areas.
- Explore how to best identify & sequence your planning & growth.
- Populate your capacity & growth strategies within the planning dashboard.



## Building Your Future State

- Discuss how to best use the planning dashboard in managing your business.
- Discover the best techniques to foster a culture of accountability within your organization.
- Populate your action initiatives, key deliverables, and value impact within the planning dashboard.

For more information and to register for this course, please visit

<https://wellwbc.org/courses-accelerator-food-beverage-retail>