


# THE INNOVATION COMPANY



## The Innovation Company delivers a sizzling launch to a Texas Roadhouse leadership offsite

### Background

Texas Steakhouse & Saloon, a premier Southwestern style restaurant with over 30 locations throughout North Carolina, Virginia, and West Virginia, was conducting a two-day meeting with over 60 General Managers and key members of Senior Leadership. As part of Boddie-Noell Enterprises, one of the largest family owned businesses in America with over 10,000 employees, Texas Steakhouse & Saloon strives to be a company that ensures people feel valued and their ideas and input are respected.



### The Need

The meeting with the General Managers and key members of Senior Leadership had two primary goals. First, be a tremendously fun experience. Second, provide a setting in which participants could collaborate and share ideas on how to grow as a company and constantly provide the highest level of guest service. Texas' Marketing Manager, Angela Davis explains, "I met with The Innovation Company and explained our needs. It was very clear they could help us reach our objectives in a way that would be aligned with the overall goals and values of the company."

### Results

"The results far exceeded my expectation," adds Ms. Davis. "The session was fun, extremely energetic, professionally conducted, and most importantly, addressed both of our primary needs. It was a homerun with every participant and set the tone for the next two days. We saw an immediate return on our investment. I would recommend The Innovation Company to anyone looking to maximize the potential of a group or team." In addition, the effects of the workshop were seen well beyond the two hours spent with the participants. The Innovation Company and Texas Steakhouse & Saloon worked together to create a process to embed the key points of the session into Texas' culture well after the two-day meeting was over. Using simple tools *and* by working on a real life situation in the workshop, the benefits continue to be seen today. As Ms. Davis states, "We use the results every day."

**"We saw an immediate return on our investment"**  
– Angela Davis, Marketing Manager, Texas Steakhouse & Saloon

### Want to learn more?

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