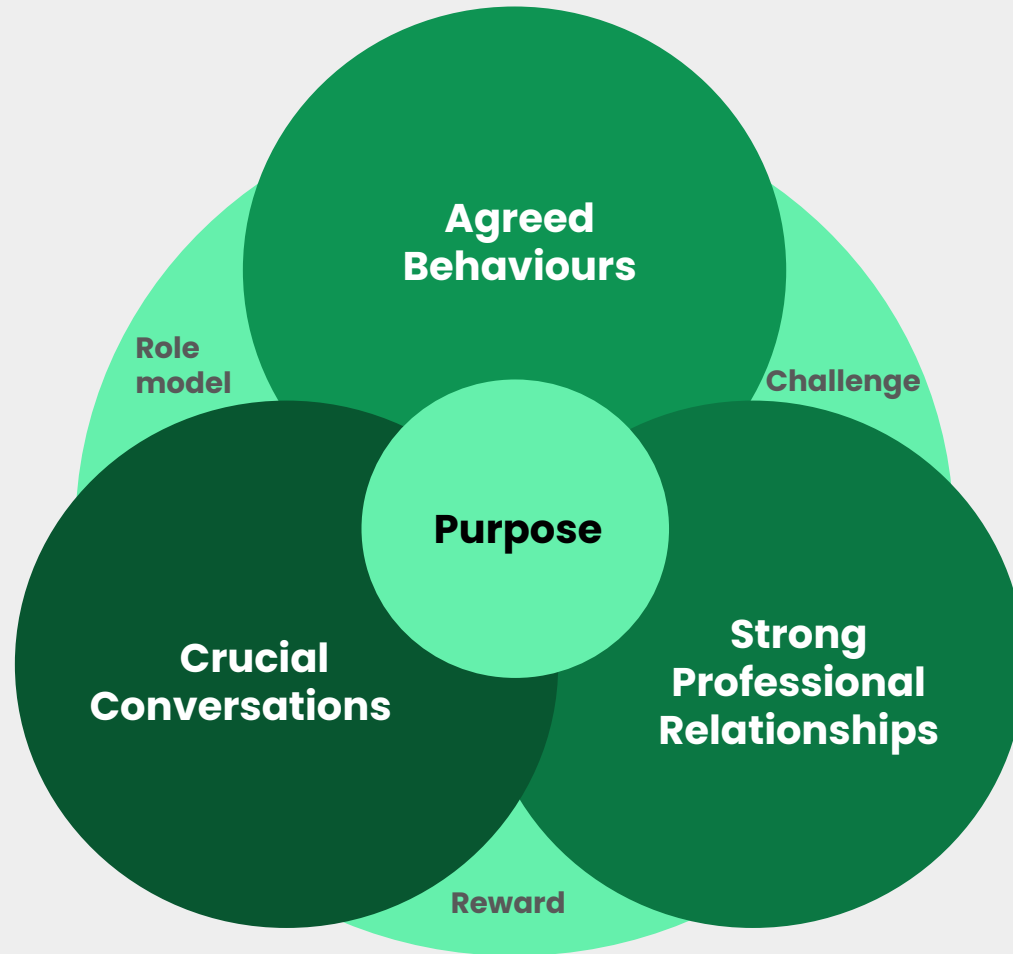




Dream  
Culture



# Actionable Strategies for Leaders



## Case Study – Danny Meyer

**Context:** Danny Meyer, founder of Union Square Cafe, Shake Shack, Eleven Madison park, Gramercy Tavern and more, is known for blending great food with exceptional hospitality and culture.

**Challenge:** In NYC's tough restaurant scene, Danny Meyer has built a lasting, people first empire, despite high turnover, demanding guests, and intense pressure.

**Insights:** Kindness, Optimism, Work ethic, Curiosity, Self Awareness, Empathy, Integrity  
= HQ 51% Skills = 49%  
Meyer's focus put customers second and employees first.

***"The first and most important stakeholder is our staff,"*** Meyer says.

Strong cultures thrive on psychological safety, vulnerability, and purpose.

Share your community givebacks to encourage more purposeful business.

## Key Culture Strategies Meyer Uses

Shared Vulnerability e.g “I failed”

Create Psychological Safety

Clear sense of purpose

“51%ers” Hiring Philosophy

**"If you are not serving  
someone, serve  
someone who is"**

# Tools for you



# Tools for you

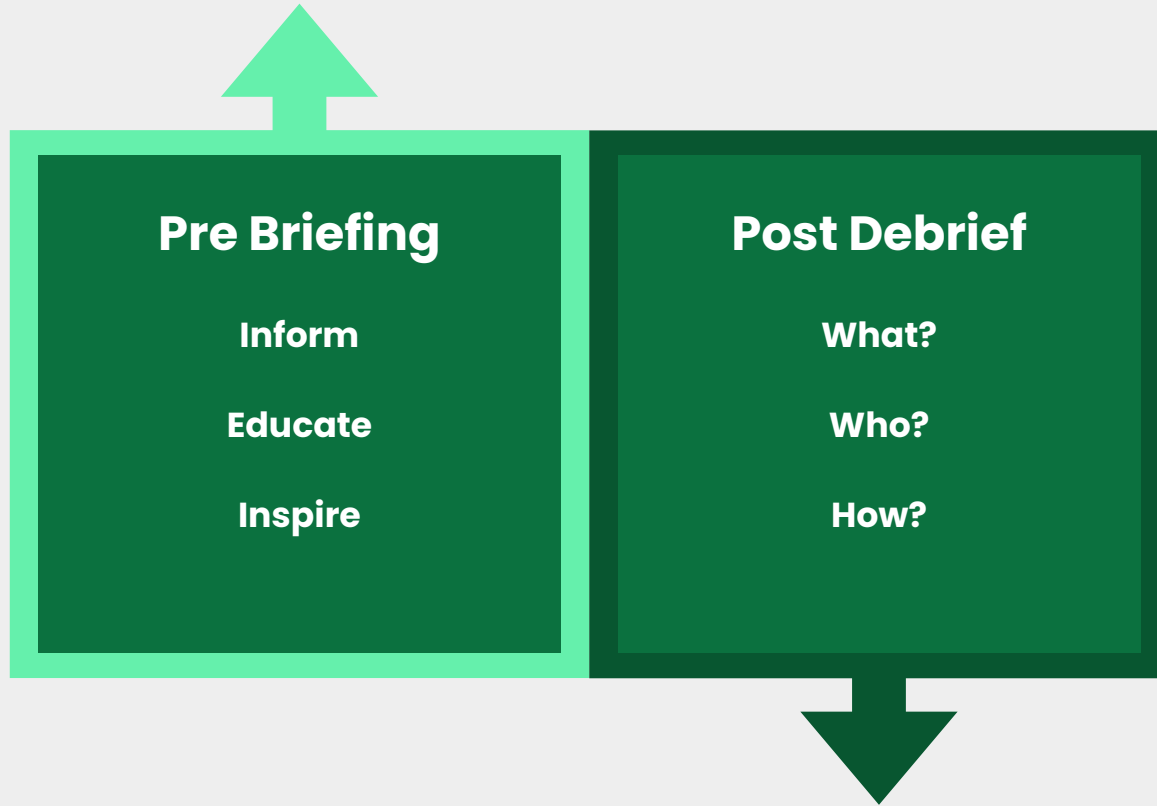
**What Worked?**

**What Didn't?**

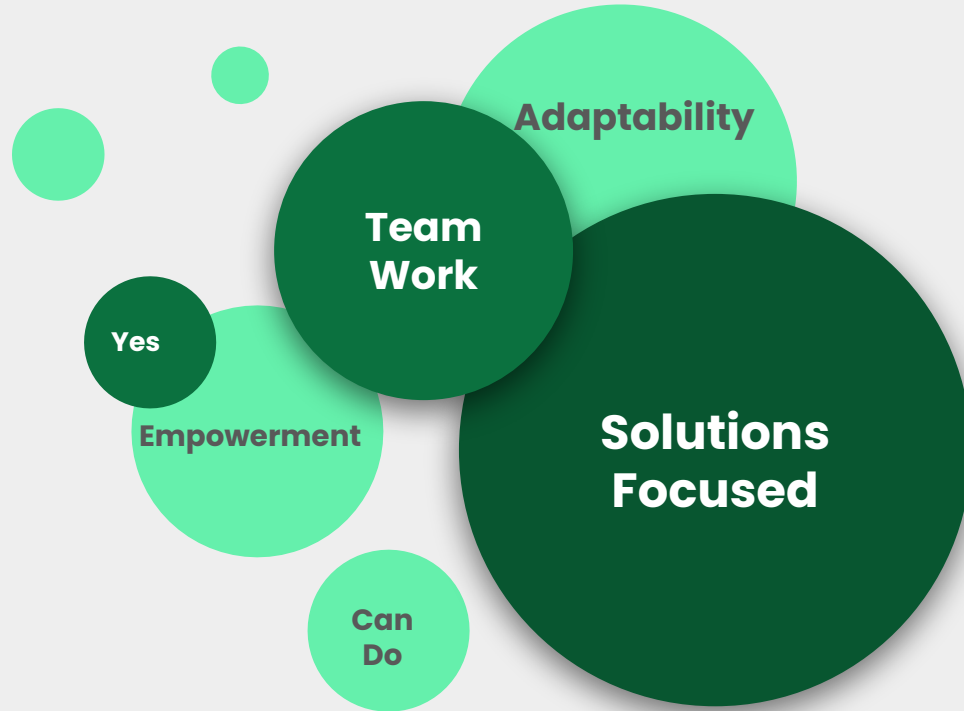
**What Could be Better if...?**



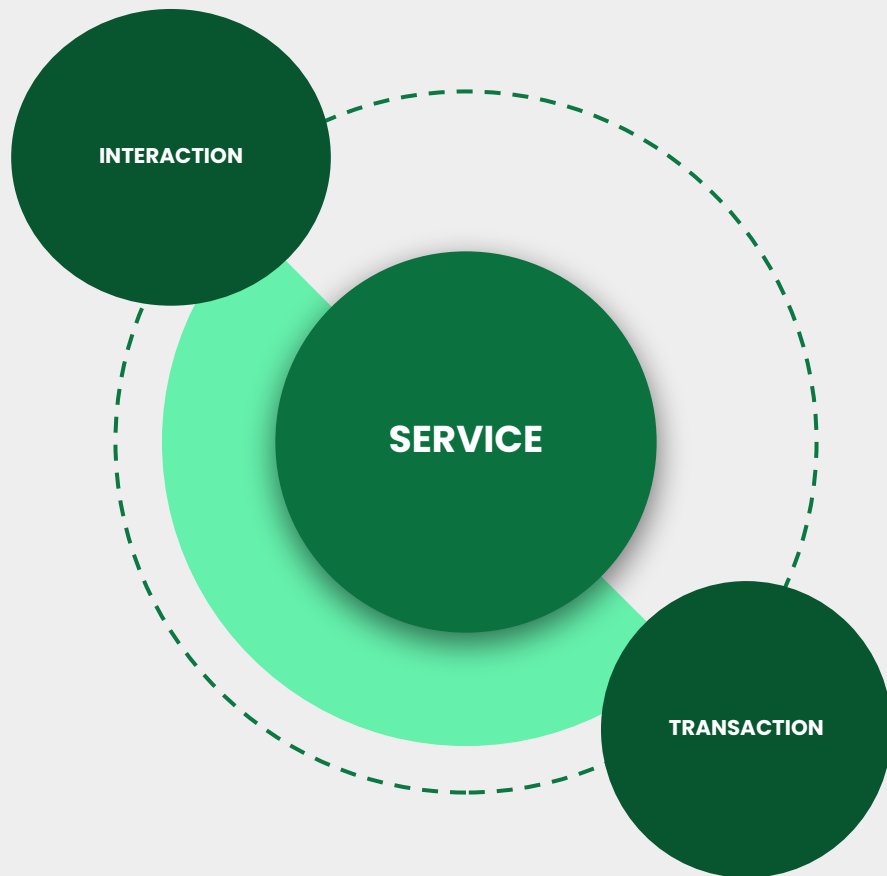
# Tools for you



# Growth Mindset over Blame Culture



# Tools for you



Hire for Culture Fit, not just Skills

Set Expectations from Day One

Create Psychological Safety

Use the Power of Challenge & Recognition

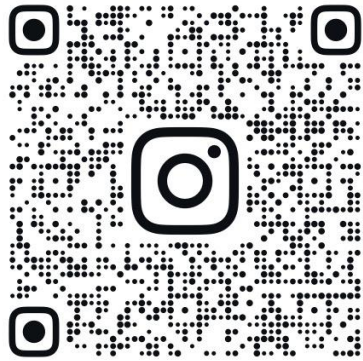
Tools for Team Collaboration

**"Culture is the Behaviour  
You Accept"**

**"You Can Create a  
Culture by Design,  
or a Culture by Default"**

**What is one action you will take today to strengthen your pub's culture?**

# Thank You



@DREAMCULTUREHQ



**Shelly McElroy**



Stevie® Awards winner for Best Business Coach | Entrepreneur of the year gold winn...

