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**Church's Chicken® Introduces Forward-Thinking Distributed Workforce Innovations
With A Comprehensive Corporate Office Experience**
*Global Restaurant Brand Leads Transformation Journey Designed to
Enhance Workplace Productivity, Safety and Responsibly*

ATLANTA, GA – In the face of the current public health crisis, [Church's Chicken®](#) has risen as a leader in supporting its restaurant-level teams and the communities they serve through its “*People First*” human resources strategy. The approach engages workers by rewarding their resilience and uniting teams towards a common purpose of authentic, caring, Texas-style hospitality. Their progressive attitude has caught the eye of many in the industry and is part of a multifaceted HR revolution presently taking place for the brand. Today, *Church's* outlined a series of innovations being implemented at the company's headquarters in Atlanta, GA. Based on a solid strategic plan, the new workplace advances are allowing the brand to effectively adjust and respond to an ever-changing restaurant business environment.

“The employment landscape is changing rapidly in America,” said [Karen Viera](#), Senior Vice President and Chief People Officer for *Church's*. Viera and her team has been working closely with [Beyond CorpComm](#) to create and execute a *Transformation Journey* to the brand's workplace and employment policies since late 2019. The most noteworthy new developments include:

People First. Safety Always.

Since the first days of the crisis, *Church's* has been committed to acting responsibly to mitigate the spread of COVID-19. The brand quickly adopted elevated safety and social distancing precautions such as limiting the number of people in the office, advanced cleaning and sanitation protocols, and remote-office placement for those with vulnerable health care status as recognized by the CDC. Additionally, those with vulnerable family members within their households may request remote-office assignment with no decrease in benefits or salary. Further, *Church's* states it is prepared to continue these precautionary measures long term, fueled by the understanding that it may be quite some time before COVID-19 can be completely eliminated through a combination of vaccinations and effective treatments.

Unified Building Strategy

Until recently, the *Church's* corporate team occupied two separate buildings within the office complex where headquarters is located, and the brand's test kitchen, supply chain, and research and development teams occupied two floors. This often led to unnecessary delays in ad-hoc meetings and conversations necessary for immediate decision-making. Although the test kitchen and research and development team will remain in place to ensure

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uninterrupted operations, *Church's* is combining its offices to a single building to allow for more frequent exchange relationships, critical to planning and other business activities.

Expansion of Remote Office Model

To accommodate a transformation to a more efficient building, the majority of the *Church's* corporate team will be observing a new remote office schedule with some employees becoming 100% remote, and other remote-eligible employees working remotely up to three days a week. The innovative new, "Distributed Workforce" policy splits up on-site and remote days by team, ensuring that all staff members who work together in the same functional areas are together in the office on the same days. Groups will take alternating days on-site and off-site and all teams will observe Fridays as remote-office days. The aim of the policy – which goes into effect on June 15 – is to allow for better social distancing and time for employees to watch over children and family members at home while communities adjust to the "new normal."

The company used research-based judgement and multi-dimensional considerations to determine work and roles that lent itself to a remote or split work model. This, in combination with analyzing their floorplan to ensure workspace, safety, organizational readiness, and preparedness, provides improved social distancing while also preserving the dynamics of in-personal team engagement, safely and responsibly.

The broader roll-out is being tested throughout the rest of the summer with the aim of evaluating its effectiveness throughout the fall and beyond. *Church's* will be assisting workers as needed to set up home offices with the appropriate tools and technology considerations at the company's expense. Remote employees will also be given an office supply budget.

Maximizing How and Where Work Takes Place

To stay ahead of the curve, the scope of their Transformation Journey also includes training and technology. A comprehensive "Business Health & Safety Guidelines" has become a required course on their learning management system, encouraging *safety* as a shared responsibility across among all team members—and across all levels of the organization. The brand is also growing their archive of content on their award-winning intranet site, *Team Church's*, which shares new workplace practice policies, regularly updated CDC guidelines, FAQs, and best practices, tools, and tips for making remote work more successful. Effective planning is also allowing for quick expansion of *Church's* business infrastructure, with high-level accessibility and security made possible through the selection of Microsoft Teams as the brand's go-to virtual conferencing solution for all team members on a global scale.

All these measures, layered together, are helping *Church's* prepare for the new norm with a *People First, Safety Always* philosophy to best ensure the continuity of their business, retain their workforce, and continue to serve new and repeat guests around the world.

"Our people are our most valuable asset at *Church's*," explained Viera about the new approach. "The tremendous gains of the past few years would have been impossible without our teams working at every level to make this brand one of the leaders in the industry. The needs of workers aren't the same as they were 20 years ago, or even two years ago. We don't have to limit ourselves with that kind of thinking. We absolutely *can* give employees more of what they want while still meeting and exceeding company goals. The technology and resources are there – and so is the personal commitment to make this new era work well for everyone."

[Joe Christina](#), the company's CEO agreed. "We said 2020 was going to be the year that *Church's* Stakes Its Claim to be a leader in our category, in our industry, and in business in general. None of that happens without engaging

employees in that journey. We've often said our aim is to be Global Franchisor of Choice, but we also hold an equally strong drive to be the Global Employer of Choice. I applaud the work of Ms. Viera, Beyond CorpComm, and all of the employees who have made – and will make – this transformation possible.”

About Church's Chicken®

Founded in San Antonio, Texas, in 1952 by George W. Church, *Church's Chicken*® is one of the largest quick-service restaurant chicken chains in the world. *Church's*® specializes in Original and Spicy Chicken freshly prepared throughout the day in small batches that are hand-battered and double-breaded, Tender Strips®, Honey-Butter Biscuits™ made from scratch and freshly baked, and classic, homestyle sides all for a great value. Church's® (along with its sister brand Texas Chicken® outside the Americas) has more than 1,500 locations in 25 countries and international territories. With system-wide sales of more than \$1 billion, the system had a recording-breaking year in 2019. During two national media windows the brand drove sales performance that outpaced the broader QSR category. For more information, visit www.churchs.com. Follow *Church's*® on Facebook at www.facebook.com/churchschicken and Twitter at www.twitter.com/churchschicken.

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