



# From Boring to Binge-Worthy:

*Transform Your Training into  
Entertainment That Actually Works*



intertek  
**Wisetail**<sup>TM</sup>

DAVE'S HOT CHICKEN®

intertek  
**Wisetail™**



**Dylan Bitticks**  
DIRECTOR OF TRAINING



**Kat Claypool**  
DIRECTOR OF SALES



# Why typical training falls flat?



# The Dave's Hot Chicken transformation





WHAT WE'RE DOING AT DAVE'S HOT





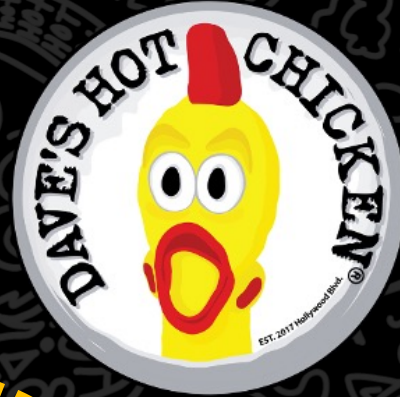
# The Story Of Dave's





# The Story Of Dave's

STARTED IN A PARKING LOT



Viral Chicken Spot



Farley Elliott Article

**EATER**

East Hollywood's New Late-Night Hot Chicken Stand Might Blow Your Mind

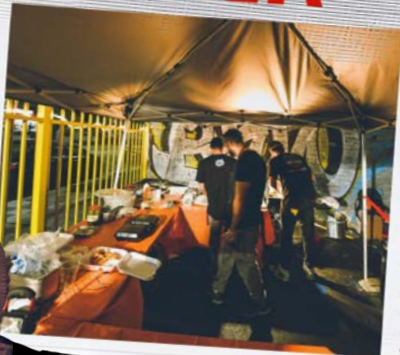
*By Farley Elliott* | 2 Mar 15, 2015, 12:08pm PDT

f t + SHARE

It's almost refreshing, in this age of Instagram street food accounts, to find folks doing it the old school way: Pull up, open a table, maybe drop a small sign letting folks know what you've got for the night, and get down to business. Cash only, under the lights, in a parking lot. That's how Dave's Hot Chicken does it, and you're really going to want to see for yourself.

Forget gaudy #foodporn shots of in-the-know smoked meats or platters of overloaded fries, Dave's does one thing: Nashville style hot chicken, the current trend king taking over America. If you haven't already heard just how popular the stuff has become here in Los Angeles, ask anyone who's waited in a *Howlitz* Ray's line on a Sunday.

At Dave's, things are pared down to the barest essentials. There's the sleeve of dense-commercial-bright white bread, the proprietary blend of powdery coating for the breaded bird, some kale coleslaw (this is still Los Angeles, folks), a couple of fryers, and a container full of sweet tea. Oh, and they have fries, curly and straight. But come on, everybody loves curly fries.



Fastest Growing Chain in America





**DUNKIN'**



**BLAZE PIZZA**

**FIVE GUYS**  
BURGERS and FRIES

**QDOBA**  
MEXICAN EATS



**80+**  
**FRANCHISEES**



**BUFFALO  
WILD  
WINGS**  
WINGS. BEER. SPORTS.



the **HUMAN  
& BEAN**



**Little Caesars**

**jamba**  
smoothies • juices • bowls



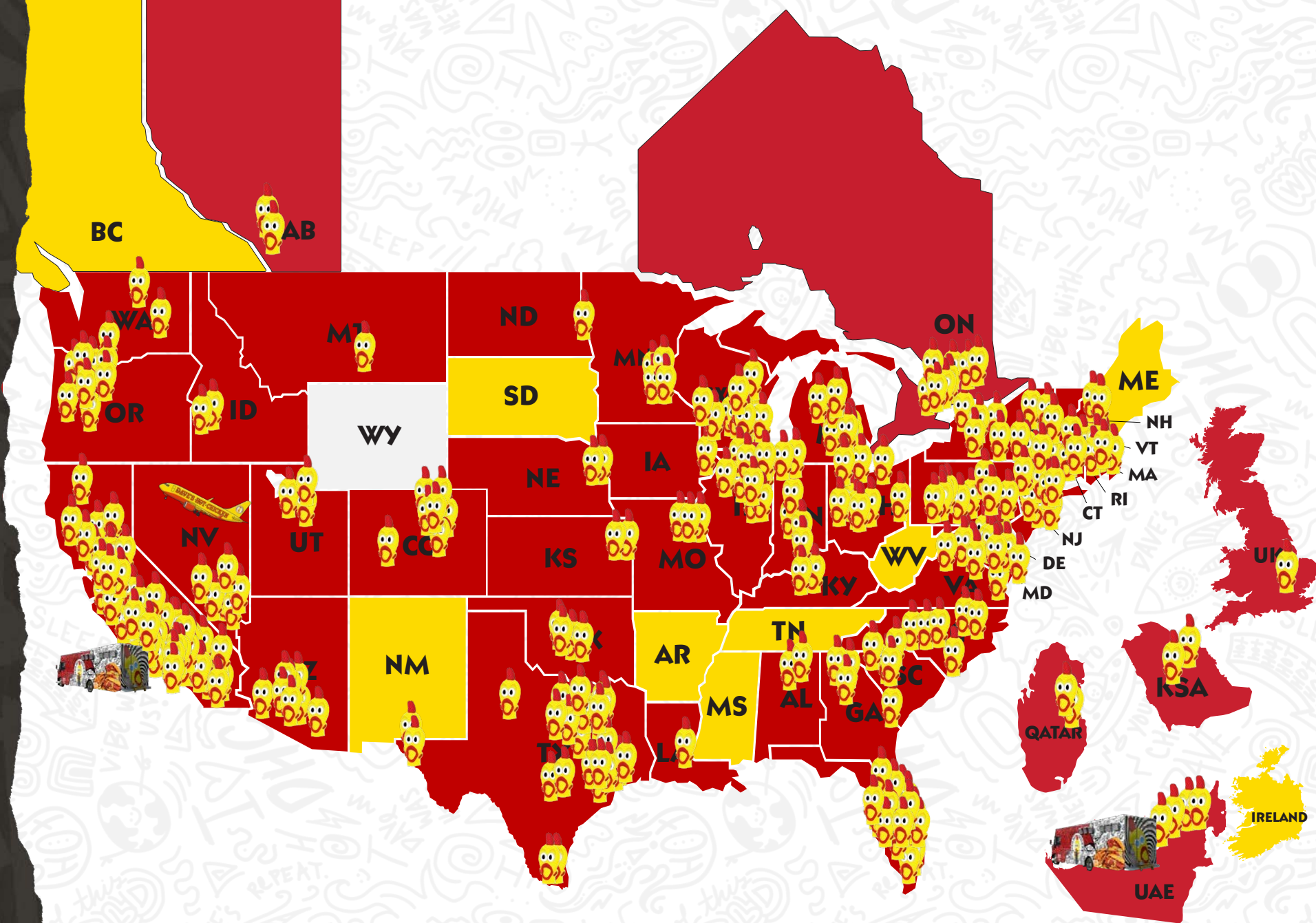
331  
locations

1170+  
SOLD

20+  
INTERNATIONAL  
LOCATIONS

2  
food  
trucks

1  
airport  
location

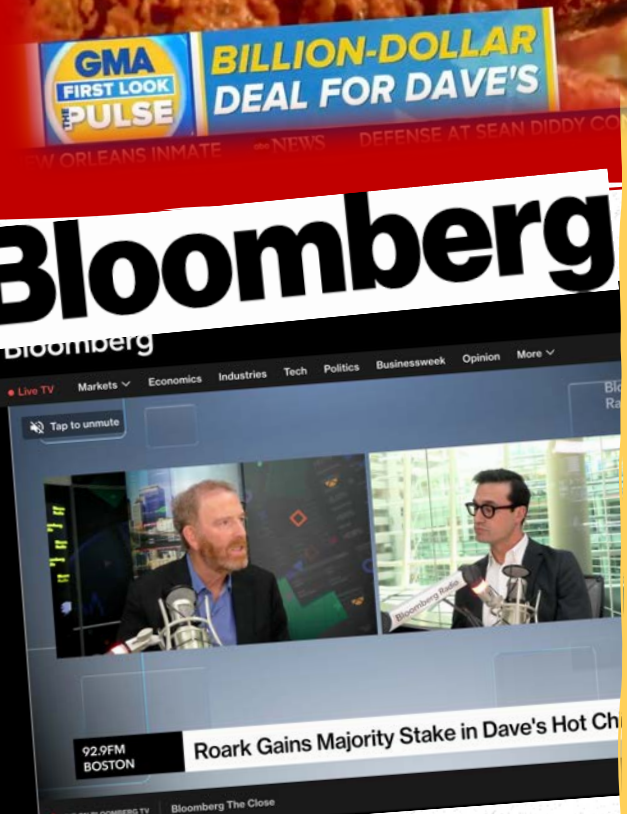






# Forbes

## The Unlikely Group Getting Rich Off Dave's Hot Chicken's \$1 Billion Deal



A Forbes interview with a man, likely a representative of Roark Capital. The "Forbes" logo is in the top right. A large banner across the bottom reads "ROARK ACQUIRES DAVE'S HOT CHICKEN". Below this, a CNBC "SQUAWK BOX" banner shows market data: "NAS FUT JUN 21,226.25", "NAS FV +4.24", and "IMPLIED NAS OPEN -154.74".



### QSR

#### Roark Capital Investment Adds Sizzle to Dave's Hot Chicken's Explosive Growth Plans

With the private equity firm now a majority owner, the fast casual plans to become a worldwide sensation, with 155-165 stores opening this year.



# Dave's Hot Chicken acquired by private equity firm that owns Subwa





Dave's Mission?



We've operationalized that  
"eyes rolling in the back of your" head reaction

A collage of four people eating food with exaggerated expressions of disgust or disapproval, illustrating the "eyes rolling in the back of your head" reaction. The background is black with white doodle patterns. The text "We've operationalized that" is in white, and "eyes rolling in the back of your" is in yellow. The word "reaction" is in white. The four people are: a man on the left looking up with a grimace, a woman in the center-left looking up with a grimace while eating a burger, a woman in the center-right with her eyes closed and a grimace while eating a burger, and a man on the right with his eyes closed and a grimace while eating a burger.



A group of people, mostly men, are shown in a celebratory mood. They are wearing dark t-shirts with a circular logo on the chest. The logo features a stylized face with yellow and red elements. The people have their arms raised, and there is a large amount of white confetti or streamers in the air, creating a festive atmosphere. The background is slightly blurred, showing more people and colorful decorations.

# *Employee Demographic*



# *The Roots Of Marketing...*





An aerial night photograph of a city with a large, illuminated, abstract shape in the sky. The shape is composed of many small, bright lights in blue, red, and yellow, forming a large, irregular, somewhat triangular or arrow-like shape pointing towards the top right. The city lights below are visible as a dense cluster of small, bright points of light.

*...fun, bold, & Innovative*





*Funny, Extra, & Energetic Training*



2404

We are closed for  
TODAY!  
See you later!

SMILE!  
FILMING/PHOTOGRAPHY IN PROGRESS  
Have fun! It's a great way to spend your day!  
We are not responsible for any damage or injury  
to your vehicle or property.

DRINKS







An aerial photograph of a city street corner featuring a large-scale mural. The mural depicts a classical statue, possibly Zeus, holding a large burger on a silver platter. The background of the mural is a vibrant, abstract pattern of colorful shapes. To the right, a large sign reads "NOW OPEN" in yellow letters with a downward arrow. Below this, a smaller sign says "OUTFRONT". A "DAVE'S HOT" logo is visible on the right side of the building. The building has a colorful, graffiti-like facade. In the foreground, there is a parking lot with several cars and a sidewalk with people walking. The overall scene is a blend of classical art and modern urban culture.

# *Mind Blowin' Design*





# London









POWERED BY  
CELEBRITY CACHET

170M+ Total Combined Followers of Celebrity Investors

Drake

Kris Humphries

Samuel L. Jackson

Maria Shriver

Michael Strahana

Usher

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**170M+ Total Combined Followers of Celebrity Investors**

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Usher

A meme image featuring Drake in the foreground, wearing a dark hoodie and sunglasses, eating from a black tray of fried chicken and potatoes. In the background, a man with a shocked expression is screaming with his mouth wide open. The background is black with white graffiti-style text, including "170M" and "HIM". The word "Drake" is written in white text over the image.

A man in a Chicago Bulls jersey is shown from the chest up, screaming with his mouth wide open. A plate of food, including fried chicken and pickles, is held over his head by two hands. A smiling man with glasses is partially visible in the background. The text "Kris Humphries" is overlaid on the bottom right of the image.

Samuel L. Jackson

Kris Humphries



Maria Shriver

Michael Strahana

usher





# The Evolution Of Training at DHC









# *Boring Training Materials*





*Took some  
money to  
throw at the  
project*



*Go Big Or  
Go Home!*















# Brand match


The Energy And Humor Reflect Dave's Culture - Makes Training Feel Like Part Of The Culture Instead Of Just A Requirement

A woman wearing a headset with a microphone is looking upwards. In the background, there are two small, glowing figures: one on the left that looks like a person in a white suit, and one on the right that is a person on fire.

YouTube-style short videos,  
10-12 minutes each

Three men are standing in a restaurant. The man on the left is wearing a black t-shirt with a yellow Batman logo. The man in the middle is wearing a black t-shirt with a small white logo. The man on the right is wearing a black t-shirt with a colorful floral pattern.

Hilarious cameos -  
founders, trainers

A man in a dark shirt is smiling and looking towards the camera. The background is dark and out of focus.

High-energy

A tray of ten burgers is shown. The burgers are arranged in two rows of five. They have golden-brown buns, red meat, and various toppings.

Fast cuts and eye-catching visuals  
keep learners hooked

A man with a mustache and glasses is wearing a hat and looking through a magnifying glass at a piece of food. He is wearing a black t-shirt and a hat.

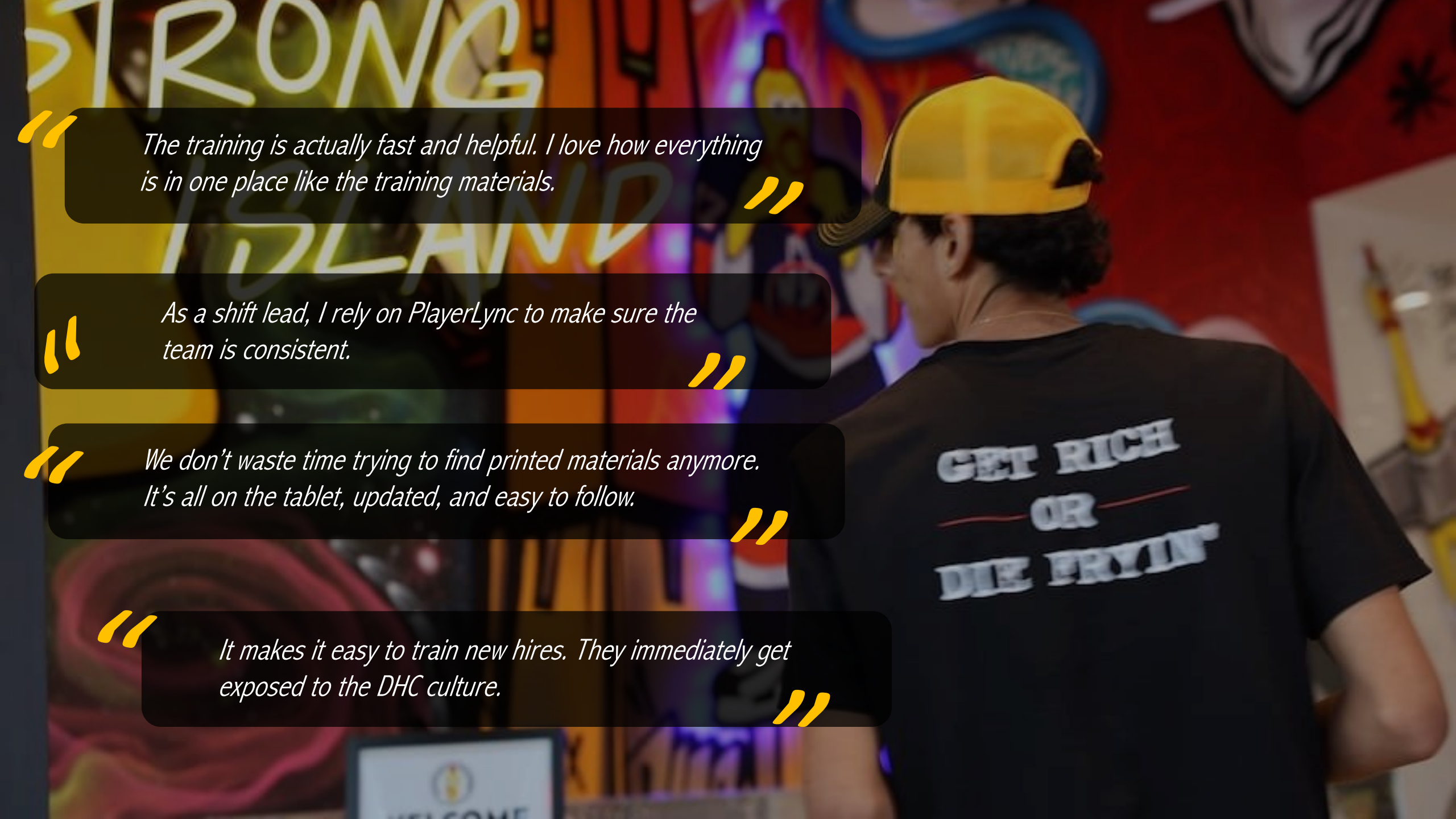
Quirky, humorous content





# Results





*The training is actually fast and helpful. I love how everything is in one place like the training materials.*

*As a shift lead, I rely on PlayerLync to make sure the team is consistent.*

*We don't waste time trying to find printed materials anymore. It's all on the tablet, updated, and easy to follow.*

*It makes it easy to train new hires. They immediately get exposed to the DHC culture.*



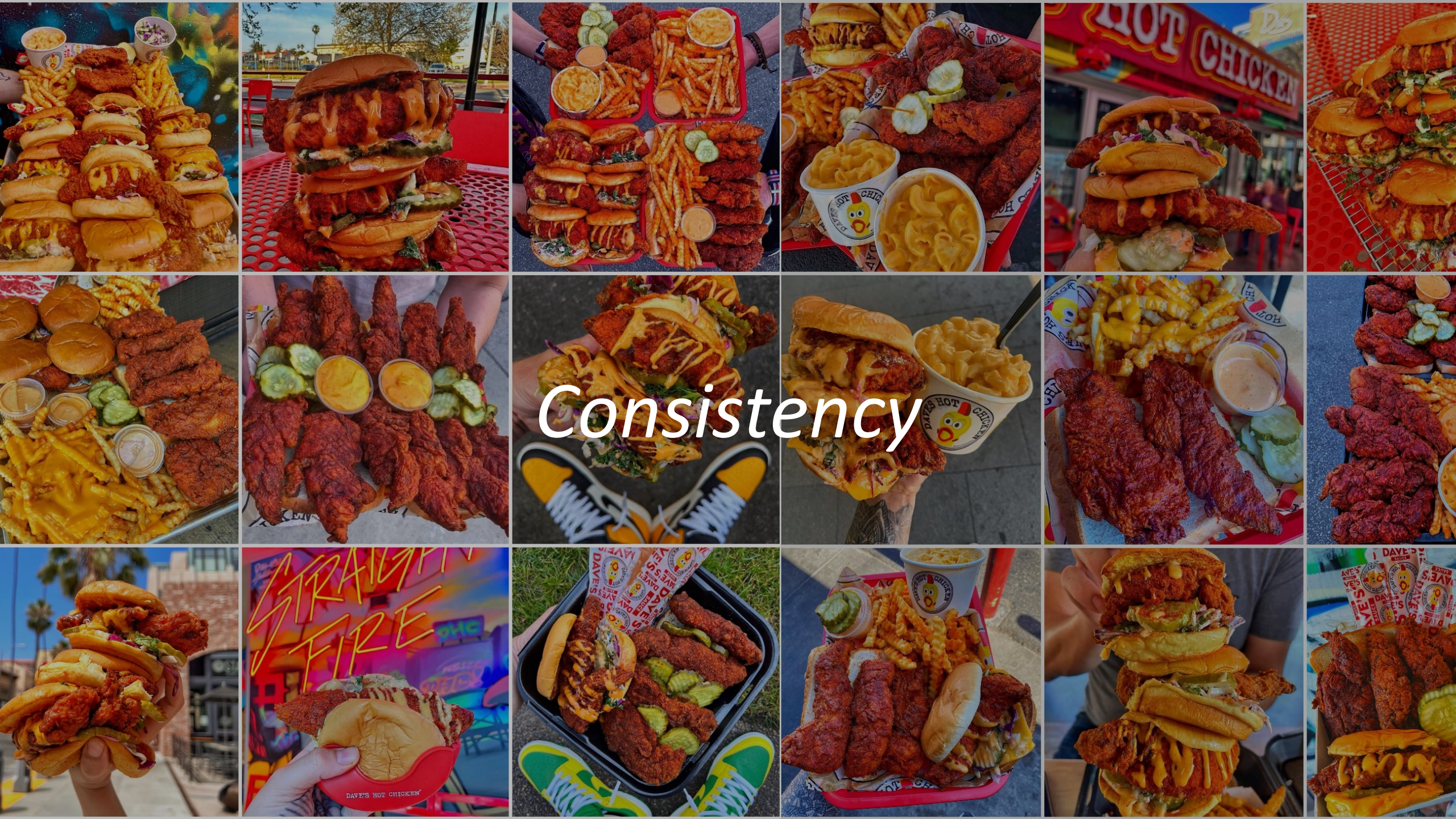




A photograph of three people cheering enthusiastically. In the foreground, a woman with glasses and a man wearing a Dave's Hot Chicken cap are shouting with their mouths wide open. A third person is partially visible on the left, also smiling. They are all wearing black t-shirts with the Dave's Hot Chicken logo. The background features a large, colorful geometric pattern. The text "Increased Engagement" is overlaid in the center in a white, italicized font.

*Increased Engagement*





Consistency





*Reduced Training Time*





*HIGHER RETENTION*





*Stronger Cultural Alignment*



# Recent Accolades



Dylan Bitticks  
CHART 107 Louisville



Blowing Their Minds: Making Training Fun (and Funny) Again  
Dylan Bitticks, Director of Training, Dave's Hot Chicken



THE  
LEARNING  
AWARDS  
2025







What's Next?



A video frame showing three people dancing in front of a graffiti wall. The person on the left is a woman with dark hair, wearing a dark blue polo shirt, looking down. The person in the center is a man with sunglasses and a light blue shirt, looking forward. The person on the right is a man wearing a grey cap and a dark blue polo shirt, looking down. The background is a wall covered in colorful graffiti. The text "Training Music Videos" is overlaid in the center.

# *Training Music Videos*



DAVE'S HOT CHICKEN®

intertek  
**Wisetail**

Connect  
With Us



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# Thank You!

