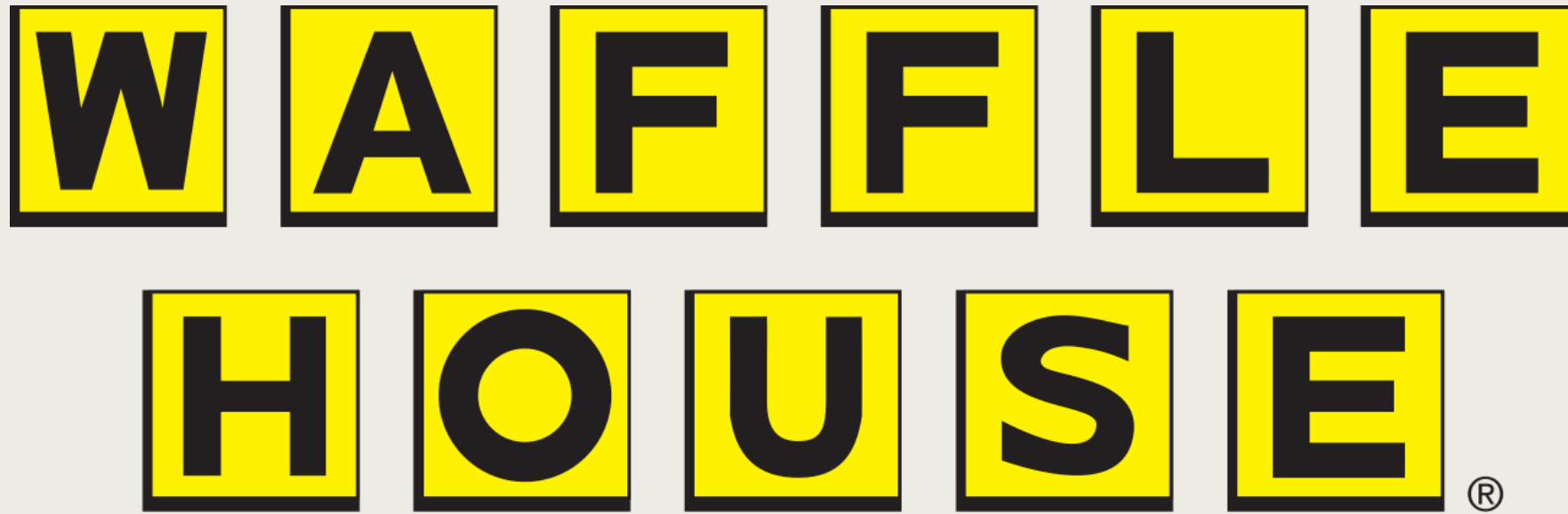




Growth and Talent Acquisition

1

Meet the Team

Meet The Team



Julie Harbath

Third Year
Economics Major
Environmental Sciences
Minor



Cynthia Huang

Second Year
Systems Engineering &
Computer Science



Camila Ramirez

Third Year
Neuroscience Major
General Business Minor



**Frankely Ramirez
Z**

Second Year
Commerce Major
Public Policy and
Leadership Minor



Kellsey Stern

Third Year
Mathematics Major
Statistics Minor

AGENDA

1. Executive Summary
2. Context
3. SWVA Expansion
4. Talent Acquisition Strategy
5. Finances
6. Risks
7. Next Steps
8. Conclusion and Q&A

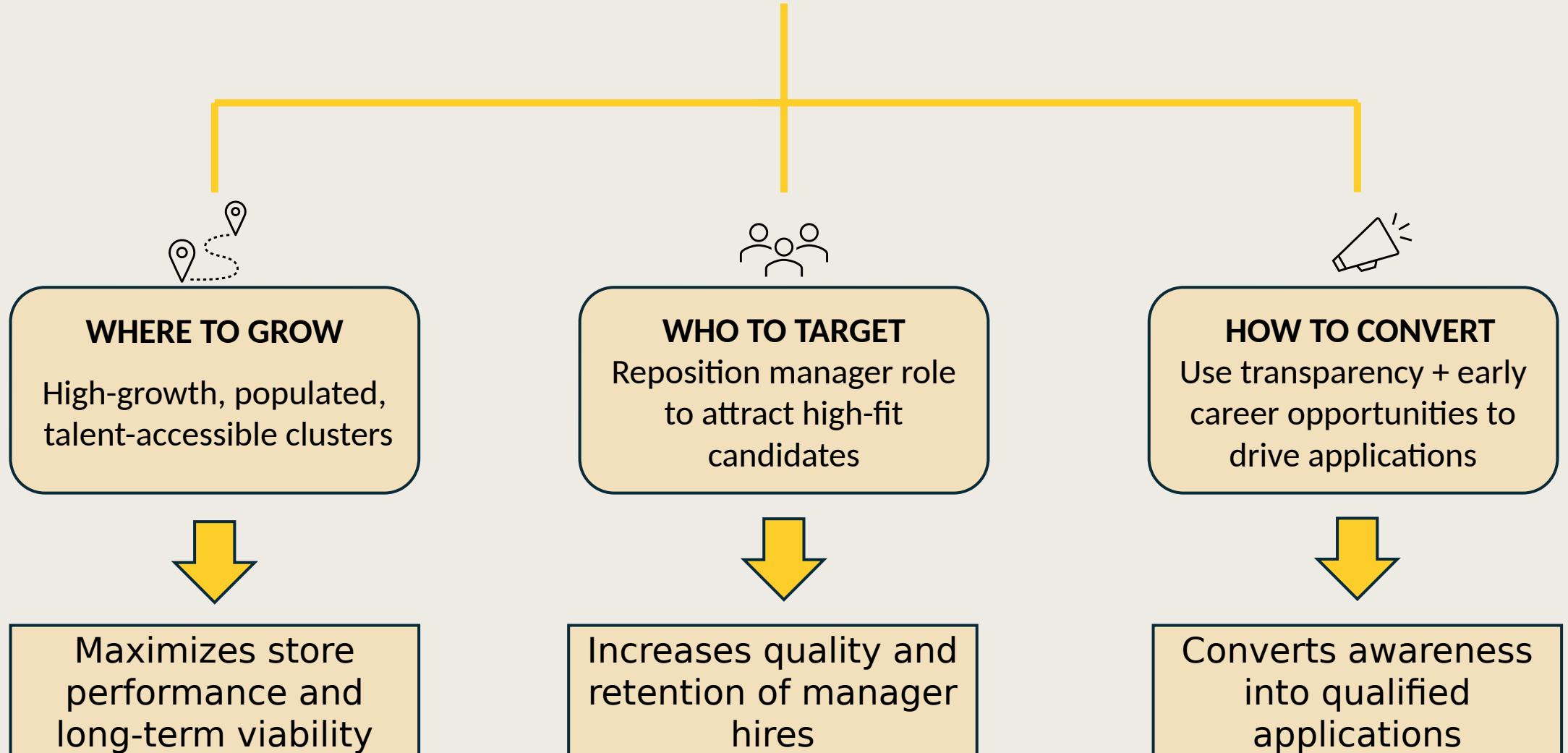


1

Executive Summary

EXECUTIVE SUMMARY

Scale expansion by aligning location strategy with talent pipeline



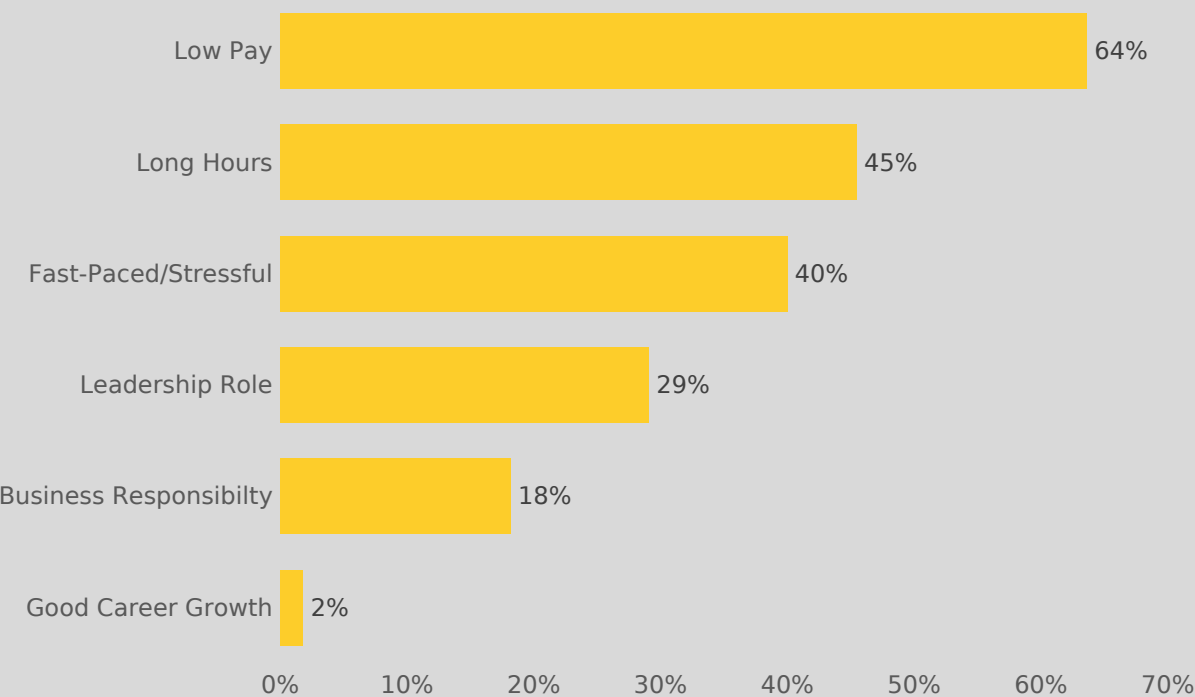
2

Context

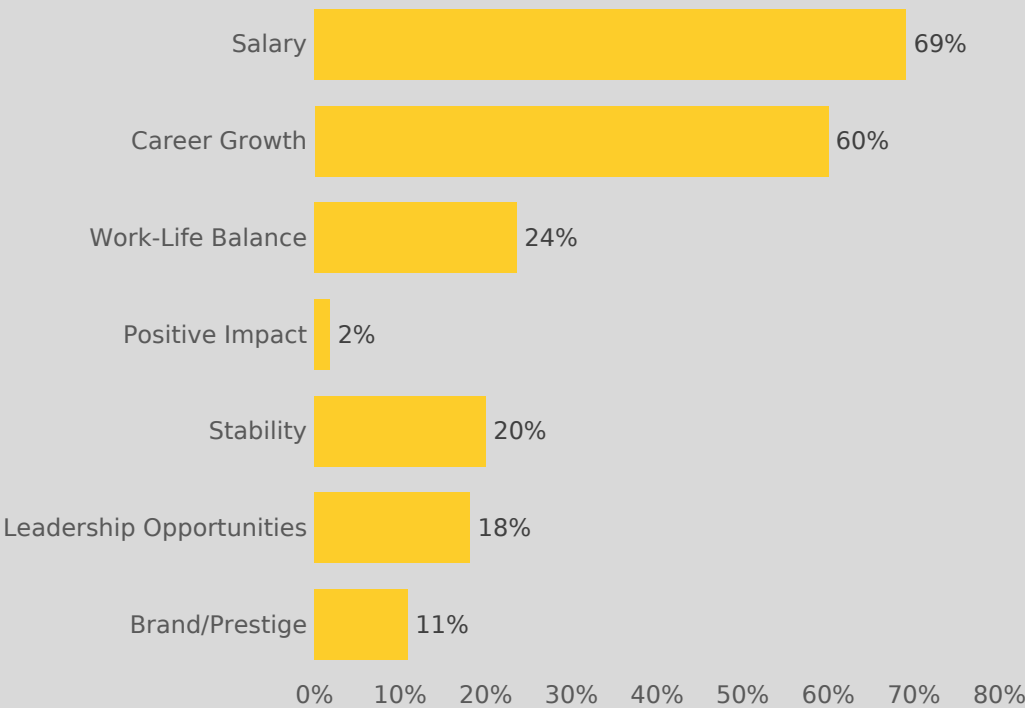
CONTEXT - DATA

Student Perceptions vs Priorities

What Comes to Mind When You Hear Waffle House Manager?



What Matters Most to You in Your First Job?



Manager hiring is constrained by perception and positioning, not talent availability



Perception Gap



Role perceived as **low pay, high stress**



Limited association with **career growth or leadership**



Priority Mismatch

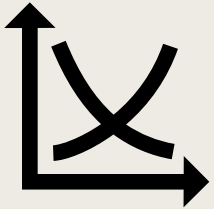


Candidates prioritize **salary** (69%) and **career growth** (60%)



Role positioning does not reflect these priorities

Expansion depends on demand and supply overlap



Demand is Localized

- Clustered regional demand
- Performance varies by market
- Model requires 24/7 viability



Site Selection is Constrained

- Preference for property ownership
- Requires high-traffic, accessible sites



Talent is Location-Dependent

- Local management pipeline required
- Selective hiring (~10% qualify)
- Talent availability varies by market

Waffle House Brand Perception

“ **Top three fast food experiences, entertaining and delicious, 10/10** ”

Student at UVA

“ **Breakfast chain, inexpensive, quick greasy food** ”

Business Owner

“ **I feel like steady pay is an issue in that industry** ”

Student at Georgetown

Source: Interviews from the public

3

SWVA Expansion

4 factors come together to determine a promising new store location

High Traffic Volume

High visibility locations near major roads increase exposure and attract consistent drive-by customers.



City Population

Areas with higher population density provide a larger customer base, supporting steady demand and long-term growth potential.

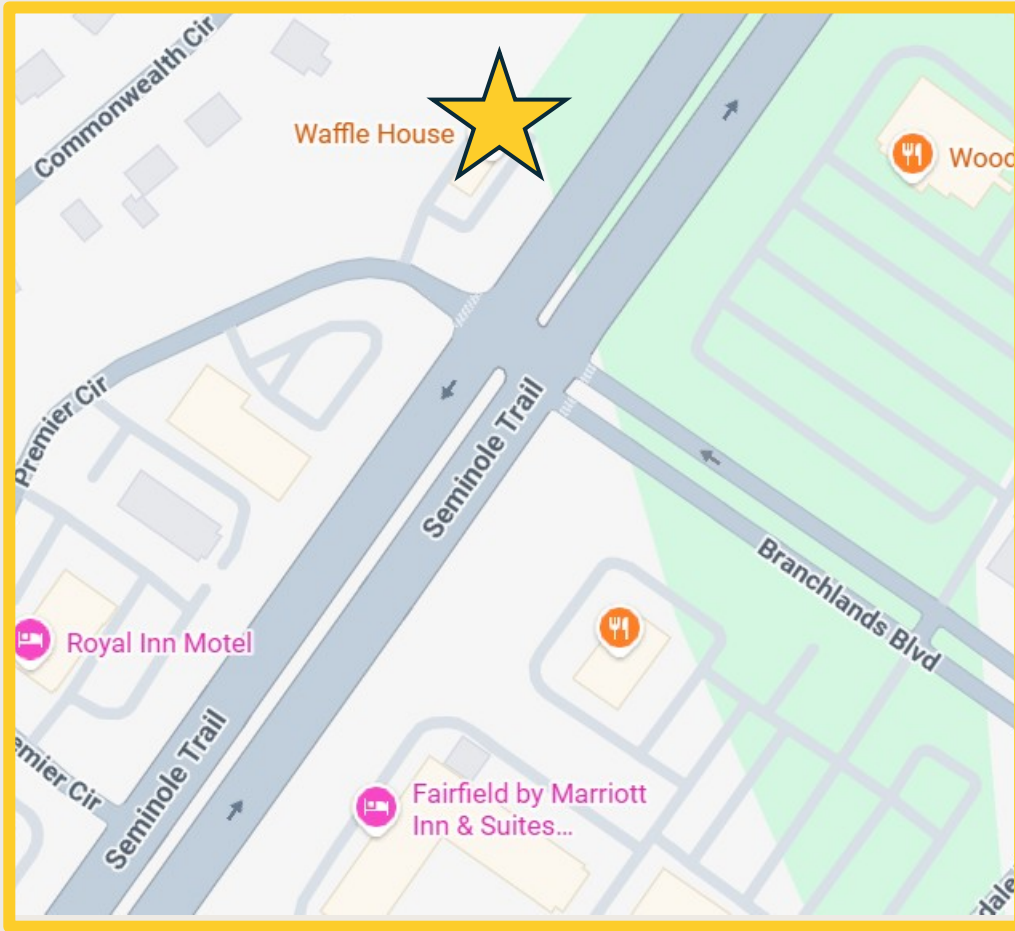
Retail & Hotel Clusters

Locations near retail centers and hotels drive steady foot traffic, increase visibility, and attract both locals and out-of-town visitors.

College Proximity

Nearby universities create a steady stream of students and staff, throughout the academic year.

The Charlottesville Waffle House successfully integrates these factors



High Traffic Volume

Average Daily Traffic: 55,000

City Population

Charlottesville Pop: 46,553

College Proximity

UVA Enrollment: 26,685

Retail & Hotel Clusters

Royal Inn Motel, Fairfield by Marriot

Source: Google Maps, VDOT, US Census

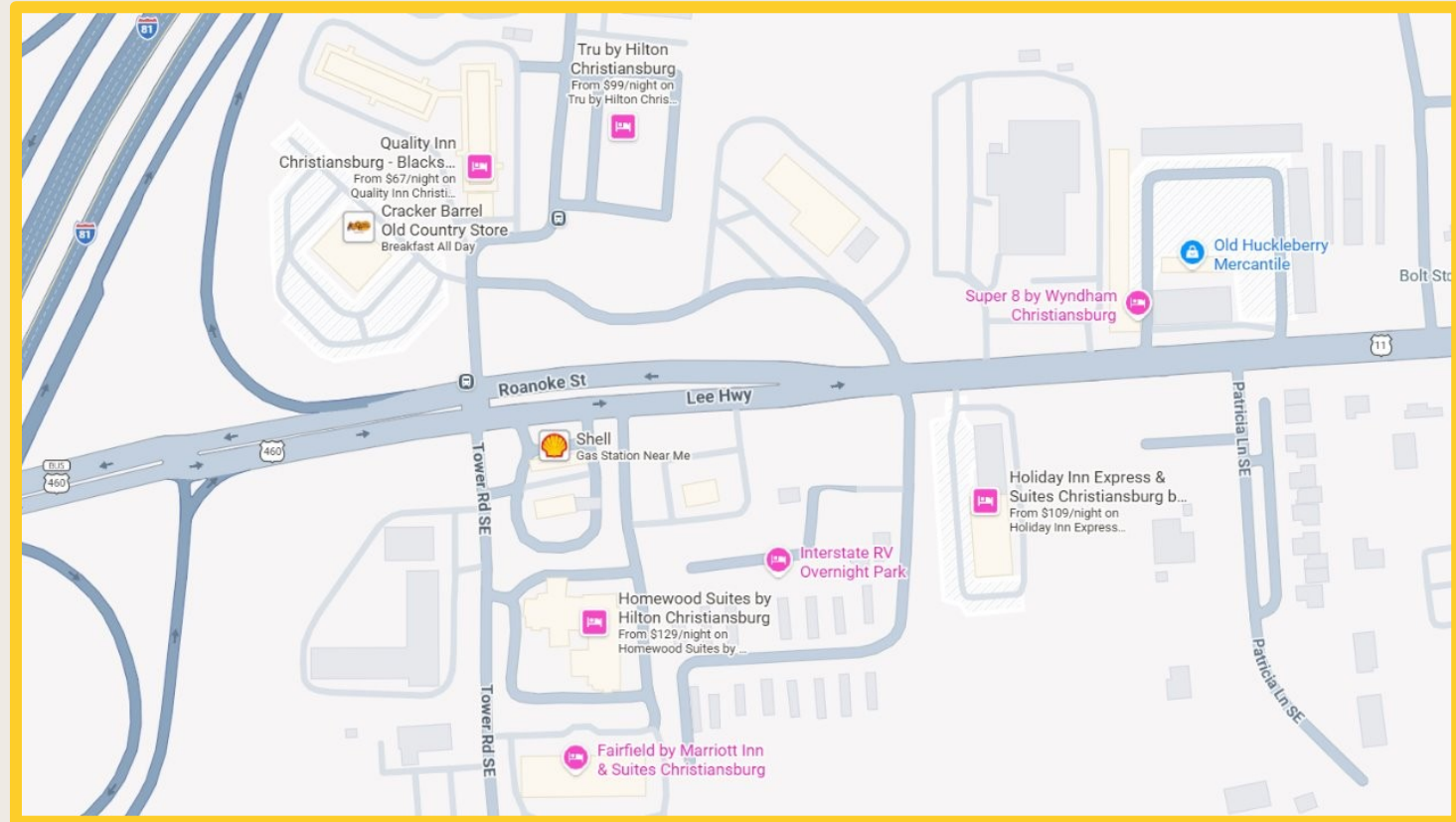
1. Christiansburg Highway Exit

I-81 ADT: 53,000

Pop: 22,632

**Virginia Teach
nearby**

**Cracker Barrel
and Hotel Cluster**



Source: Google Maps, VDOT, US Census

Executive
Summary

Context

SWVA
Expansion

Talent
Acquisition

Finances

Risks

Next Steps

Conclusion

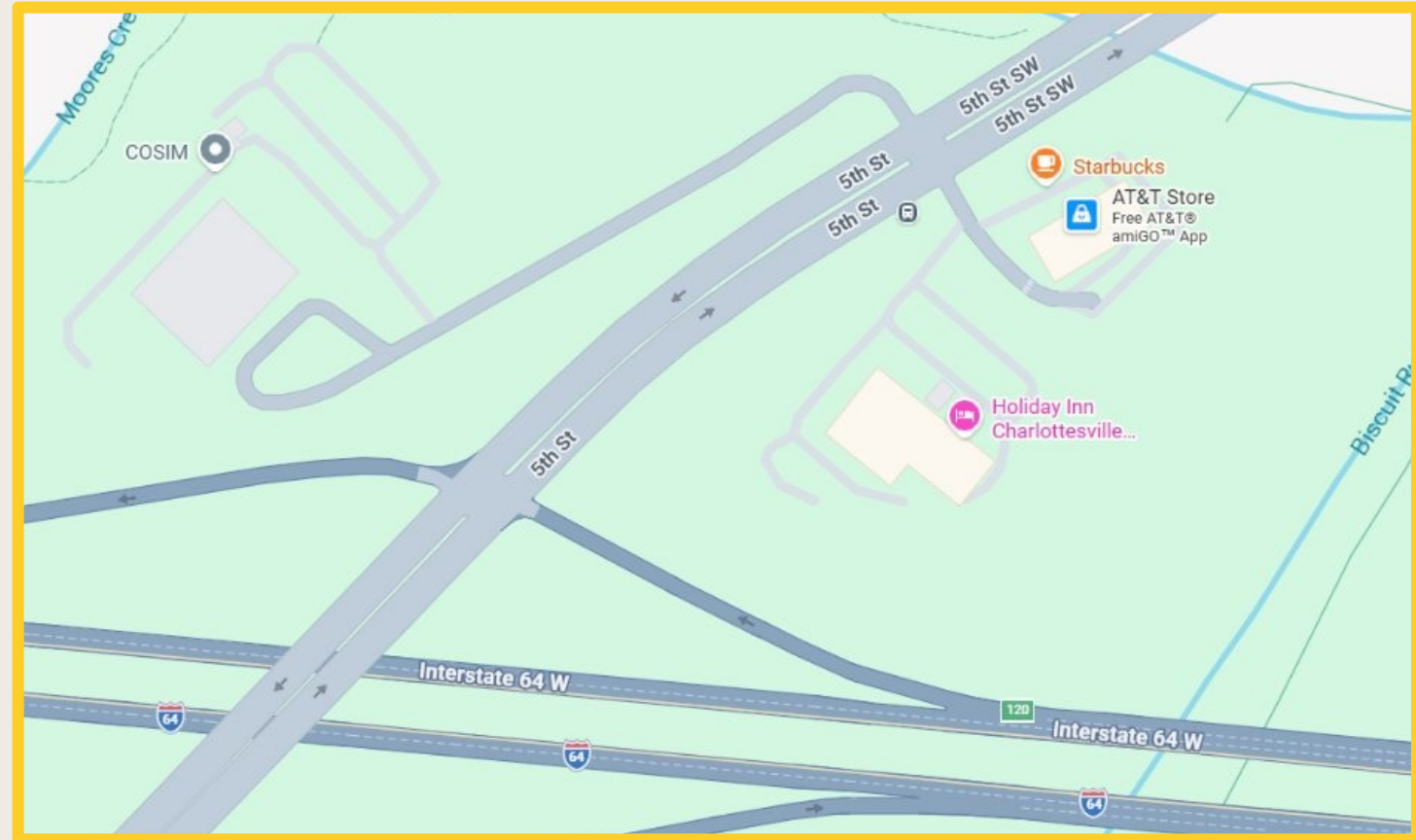
2. Second Charlottesville Location

I-64 ADT: 55,000

Pop: 44,767

**University of
Virginia**

**Starbucks and
Hotel**



Source: Google Maps, VDOT, US Census

Executive
Summary

Context

SWVA
Expansion

Talent
Acquisition

Finances

Risks

Next Steps

Conclusion

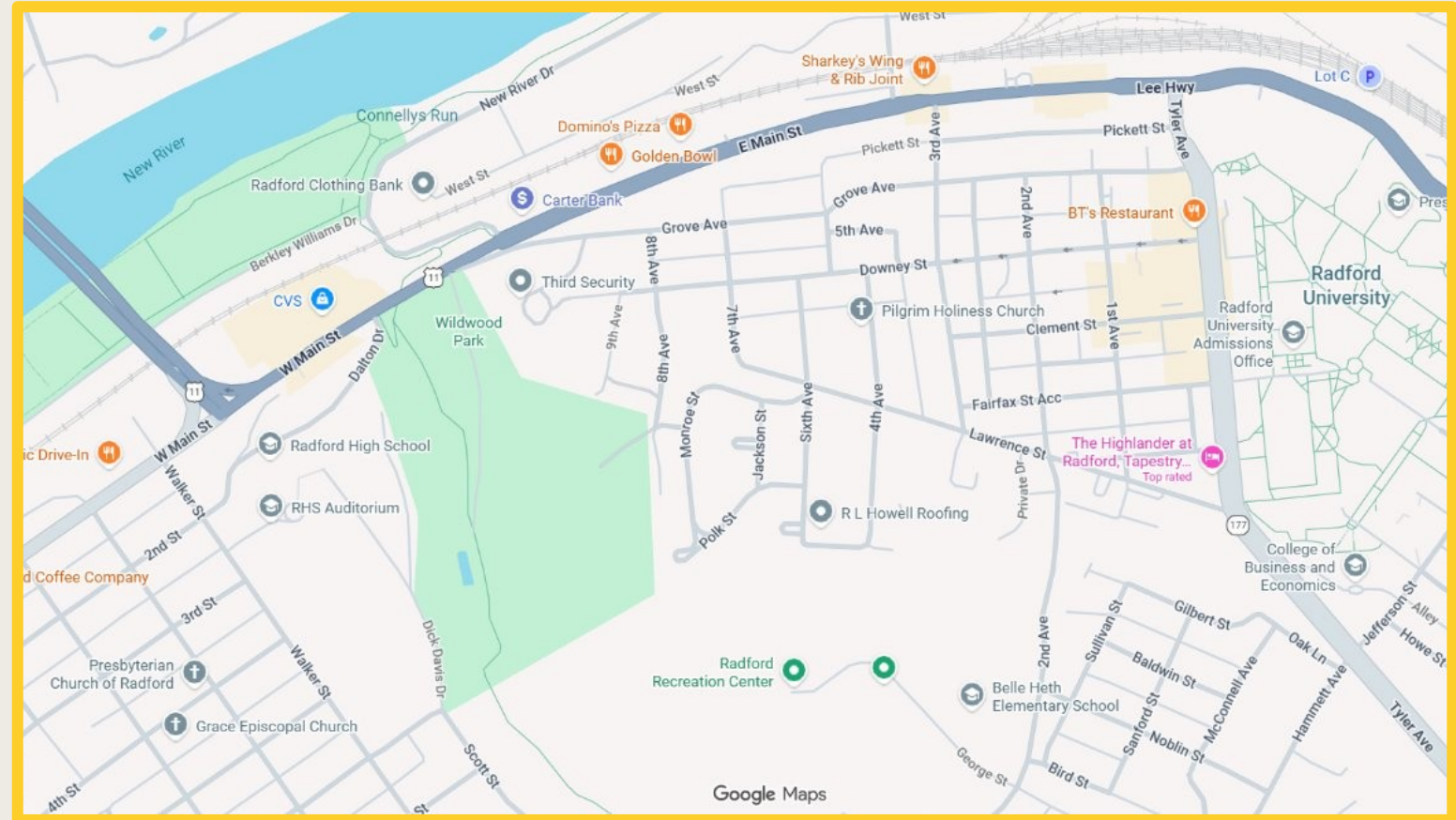
3. New Radford Location

**US 11 ADT:
26,000**

Pop: 17,273

**Radford
University**

**High Volume
Retail and
Hotel Cluster**



Source: Google Maps, VDOT, US Census

**Executive
Summary**

Context

**SWVA
Expansion**

**Talent
Acquisition**

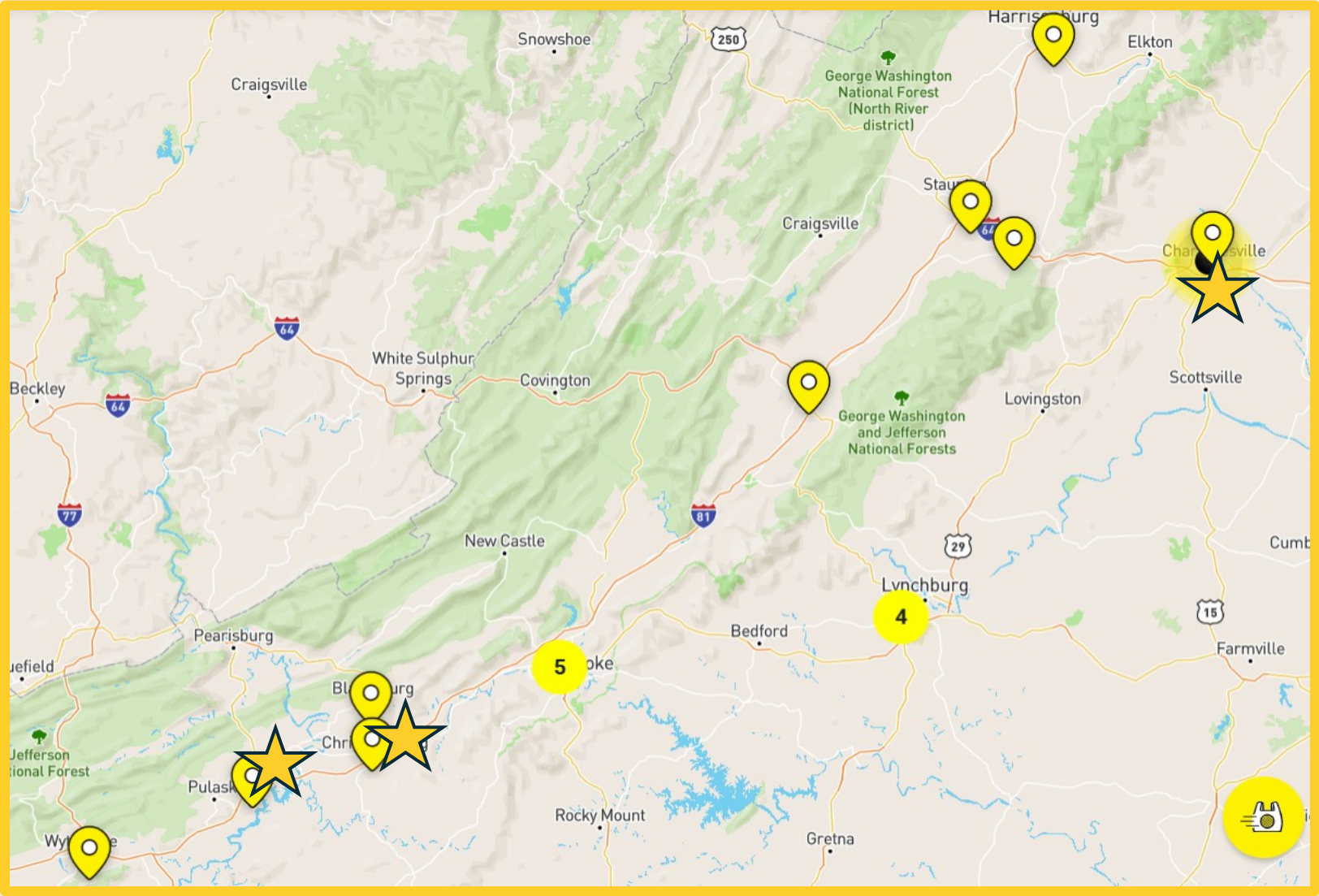
Finances

Risks

Next Steps

Conclusion

SWVA Expansion: Priority Locations



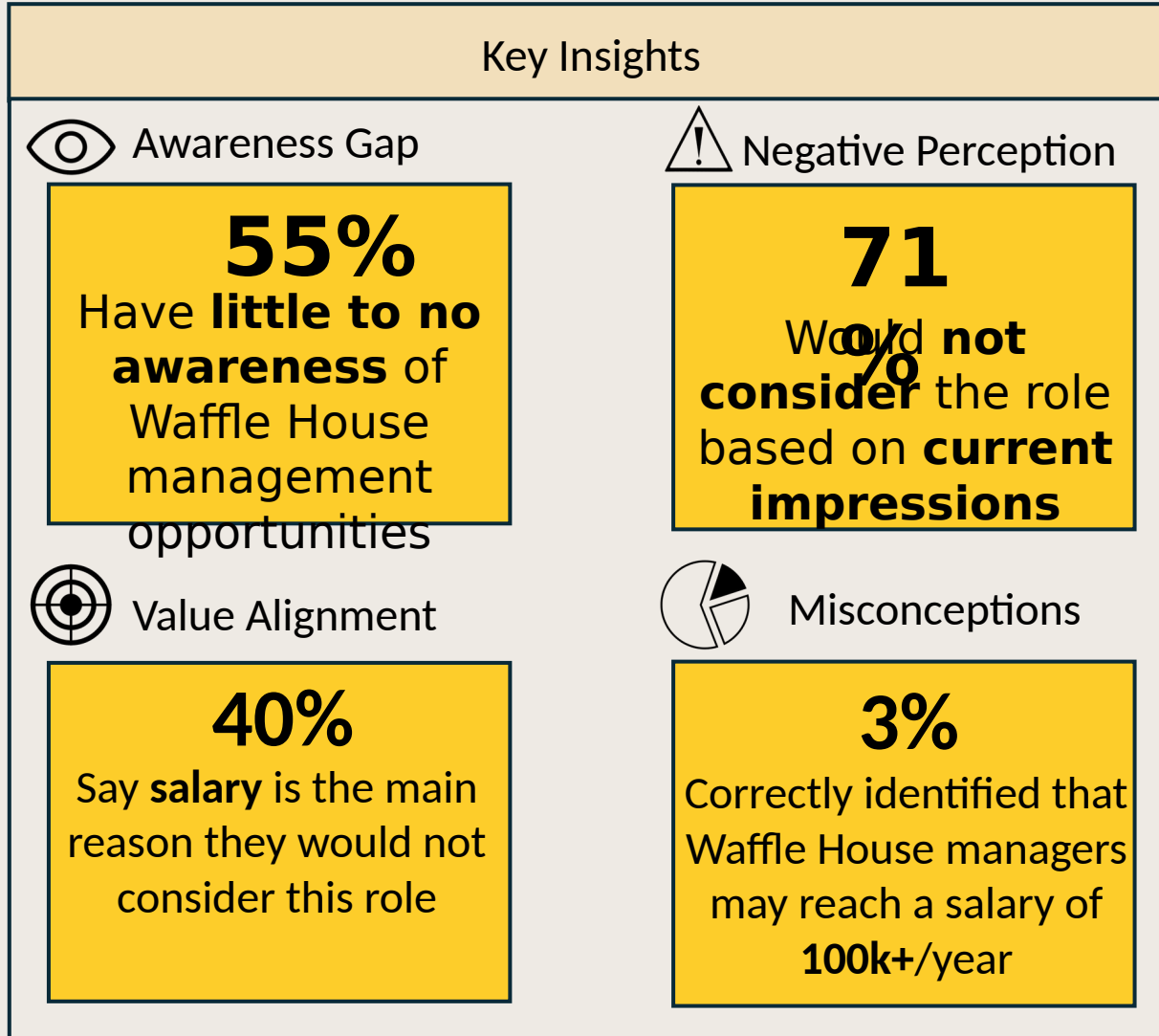
Source: Waffle House, Team Research

4

Talent Acquisition

The Problem Is Knowledge, Not Demand

Survey of 55 undergraduate students from UVA, Georgetown, Syracuse, Elon, and Penn State



1) **Awareness** is the primary barrier

2) **Perception** does not match reality

3) **Strong value alignment** exists

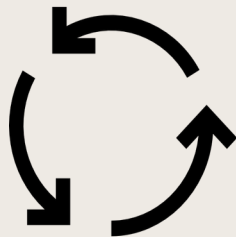
4) **Misconceptions** limit interest

Talent Acquisition Plan



Awareness Campaign

Show the Role
"Day in the Life"
content



Reposition the Role

From Job -> Business
\$100k+ leadership
role



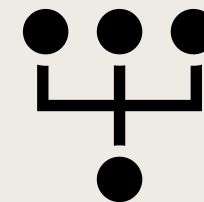
Targeted Campus Recruiting

Reach the Right Students
Business &
leadership focus



Transparency Strategy

Prove the Value
Salary, hours,
growth



Pipeline Development

Build Early Interest
Waffle House
Summer Internship
Program

Driving Awareness Through Real Content

"People aren't going to pursue jobs that they have no understanding of."

Business owner

"A video showing the day-to-day life of a Waffle House manager might make me consider the role."

Undergrad student

Make the Role Visible

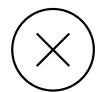
- "Day in the Life" -> "A Decade in the Life" content
- Real managers, real responsibilities
- Increase visibility of the role



Reframing How the Role is Communicated

49%

of survey respondents said that “run your own business location” and “leadership over a team of 20+ employees” would make them more interested in this role



Restaurant Job

Current Perception



Low pay



Long hours



Food service work



Limited career growth

Push the
Narrative



Business Operator

Actual Role (Under-Communicated)



Run a \$1M+ operation



Manage team & performance



\$100k+ earning potential



Clear leadership path

Value exists— but is not visible to students

Targeted Recruiting: Reaching High-Fit Candidates



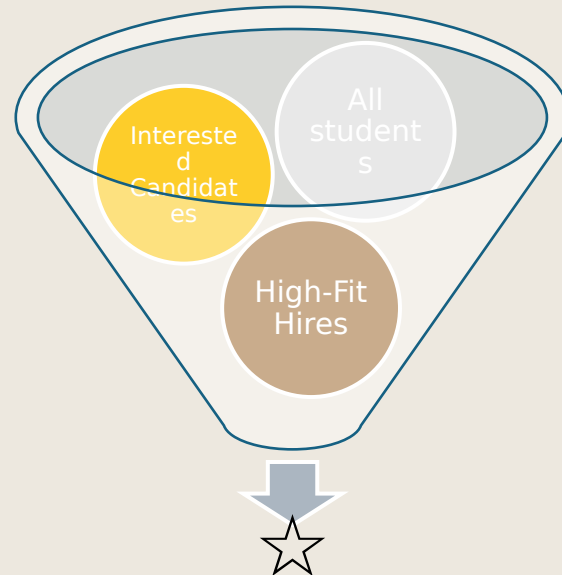
High-Fit Candidates

- Business / leadership- oriented students
- Career driven
- Open to moving to small towns

Out of **20 profiles**, **15** stayed in same **region/state** and majority attended **regional public schools**



Recruiting Channels



Targeted Approach

- Use testimonials + referrals
- Highlight leadership & growth
- Attend college career fairs
- Look at in-state students or regional colleges

Source: LinkedIn

Transparency Strategy: Proving the Role, Not Just Telling It

**Proof Points**

✓ Earnings ranges

✓ Career timeline

✓ Team size

**Content Format**

✓ Short-form video

✓ Testimonials

✓ “First-year breakdown”

**Platform**

✓ LinkedIn

✓ Handshake

✓ TikTok / Instagram

LinkedIn: 71%

Instagram: 89%

TikTok: 58%

Source: Student Survey



Transparency turns **interest** into **applications**



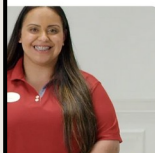
What Chick-Fil-A Does Well

- Markets **leadership & ownership**
- Uses **employee stories/testimonials**
- Clear **career progression** messaging

Waffle House has a similar reality — but lacks visibility

What it's like to work at Chick-fil-A

Here's what Team Members from across the country have to say about a career at Chick-fil-A.



"So much growth. I... a home for... in a Chick-fil-A... . Everybody will find... at fits them."

errill



"To work at Chick-fil-A means so much more than a paycheck. It means building relationships. It means becoming a leader. It means being given the tools to excel."



"While you may work fil-A for a certain am... time, the exposure an... opportunities you ge... help you build your fu..."

Sidnee Phillips

Early Talent Pipeline: Getting Interest Before the Hire

55% Of survey respondents said they didn't know the opportunity existed

The current pipeline is lagging

Waffle House Summer Internship Program

Program Design	What Students Get	What Waffle House Gets
8-10 week paid summer program 3 weeks in Atlanta HQ, 5-7 weeks at local Waffle House Rising college sophomores and juniors Summer-long deliverables	Learn more about the Waffle House culture Behind-the-scenes of a \$1.8M-\$2.0M operation Structured mentorship Preview of a \$100k+ career path	Free market research and store analytics Engage with the candidate pool 1-2 years before hire Provides an outside perspective from students Creates meaningful relationships with interns and managers



CHIPOTLE'S REAL 2026 SUMMER INTERN PROGRAM

- 10-week paid summer program
- Corporate HQ-based with cross-functional exposure
- Meaningful projects + mentorship throughout

Waffle House's model adds real store operations that Chipotle's corporate-only program doesn't offer

5

FINANCIALS

Financials:

Return on Investment

3.0% 10-year IRR

6.7 year payback period

\$258K 10-Year NPV (per every first four locations)

Costs

Startup cost (projected 4 locations)

+\$6.1 M Total Capex

Per-location capex

+\$1.5M Total Capex

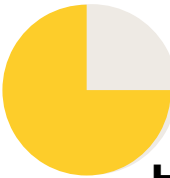
With Waffle House's long-term strategy and prioritization of ownership, locations will have better returns with time

Full 10-year cash flows, unit economics, and sensitivity analysis in Appendix.

6

RISKS

Key risks are manageable with targeted strategies

Risks and Mitigations	Severity	Likelihood
- Target candidates with higher geographic + career alignment - Emphasize long-term growth and earnings trajectory	 High	 High
- Keep pilot program small (5 interns) - Provide structured program guidelines	 Medium	 Medium
- Prioritize locations near colleges / population centers - Align expansion with targeted recruiting strategy - Build pipeline through early talent programs	 High	 Medium

7

NEXT STEPS

SWVA Expansion: 16 Additional Locations

First Phase

(Present-2030) 9)

- Lynchburg near the Airport on Wards Rd
- I-77S Exit 14
- I-81N Exit 150B
- I-81S Exit 80

Second Phase (2030-

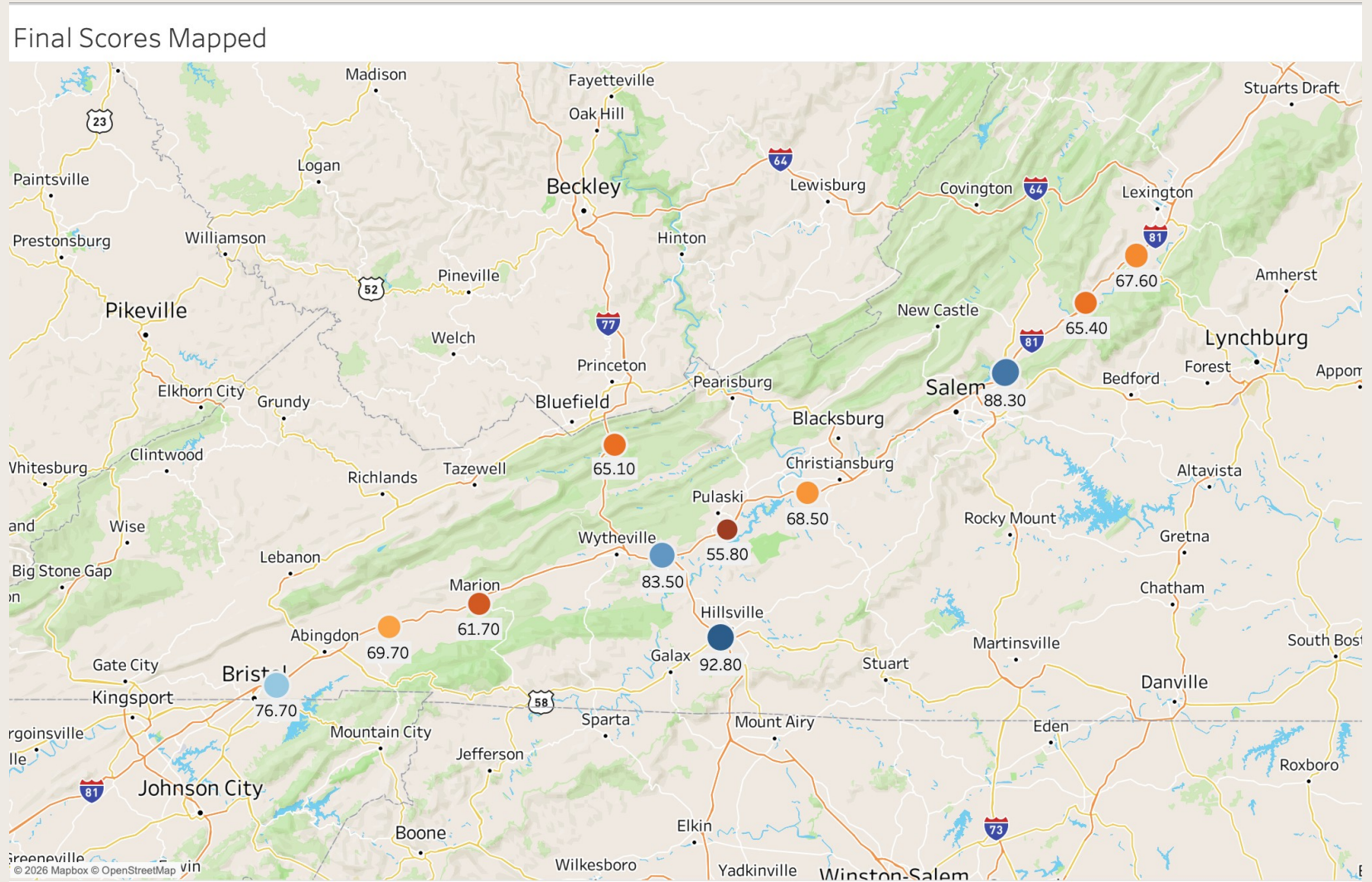
2033)

- I-81N Exit 7
- I-81N Exit 29
- I-81N Exit 109
- I-81S Exit 180
- I-77S Exit 62

Third Phase (2033-

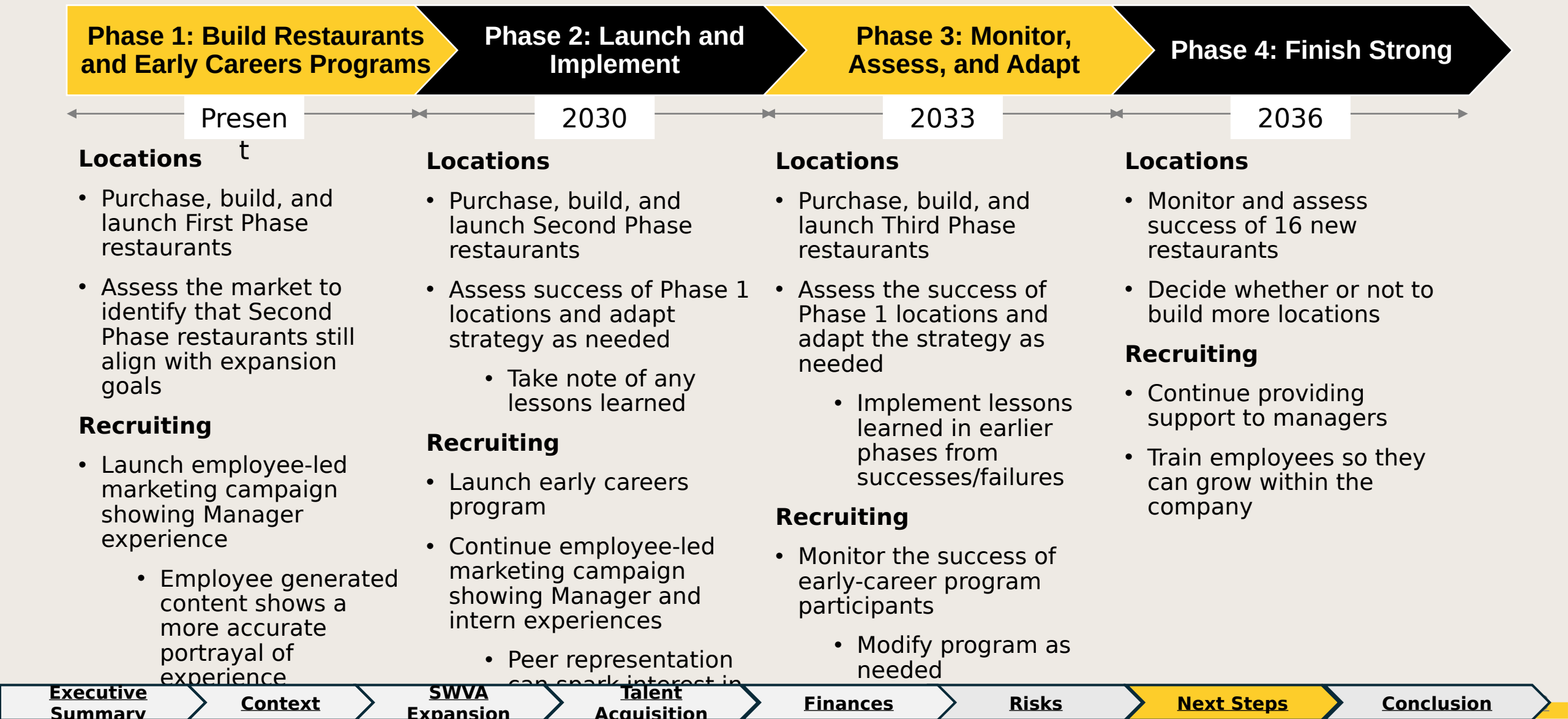
2036)

- I-81N Exit 45
- I-81S Exit 168
- I-81S Exit 92
- VA-112 Exit towards Bedford



Source: Waffle House, Team Research

Execution



8

CONCLUSION

Final Recommendation

Waffle House must prioritize selecting locations on highway exits in towns with local colleges to attract talent. Recruiting through channels college students already engage with, such as social media and early-career programs, can help attract students who did not know about the benefits of a Waffle House career.

Building additional restaurants along high-traffic areas like I-81 and I-77 will ensure a steady stream of customers despite the overall lower population density in SWVA. Focusing on a targeted, transparent campaign to drive awareness about the experience of Waffle House management can attract motivated employees.

APPENDIX

Executive Summary	Context	Recruiting	Brand Perception	4 Factors
Charlottesville Overall	Christiansburg	Additional Charlottesville	Radford	Location Matrix
16 Locations	Knowledge Problem	Talent Acquisition Plan	Awareness Campaign	Reframing the Role
Targeted Recruiting	Transparency Strategy	Financial	Risks	Recommendation
Next Steps	Location Scoring Methodology	Perception Survey 1	Perception Survey 2 Platforms	Successful Manager Persona
College Persona	Professional Persona	Financial Breakdown	Financial Model Assumptions	Capital Budget Per Location

Location Scoring Methodology and Selection

$$\text{FINAL} = \text{TRAFFIC} (-25..90) + \text{DEMO} (-20..+40) + \text{COLO_BONUS} (-10..+20)$$

Selected locations were highest scoring within their geographic region

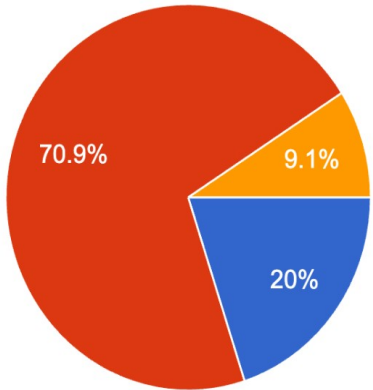
- After final scores were generated, we mapped each location
- Highest scoring locations within a given region were prioritized
 - Lower scoring locations within a given region were excluded

gap_pts = graduated tiers (penalizes cannibalization, rewards whitespace):
gap < 2 mi → -25 (too close; steals from existing WH)
gap < 4 mi → -15
gap < 6 mi → 0
gap < 8 mi → +15
gap < 10 mi → +25
gap < 15 mi → +35
gap ≥ 15 mi → +45 (true whitespace)

adt_pts = IF(AADT ≥ ADT_Med, 35, IF(AADT ≥ ADT_Low, 20, 0))
corridor_pts = IF(on I-81 or I-77, 10, 0)
labor_pts = IF(CLF ≥ control p25, 10, 0)
unemp_pts = IF(Unemp ≥ control median, 10, 0)
hhi_pts = IF(HHI in [control p25*0.85, p75*1.15], 10, 0)
hs_pts = IF(HS% in band, 5, 0)
age_pts = IF(median age in band, 5, 0)
thin_pen = IF(Pop 10mi < 30% of control p25, -10, 0)
hhi_pen = IF(HHI > 125% of control p75, -10, 0)
raw_colo = $\sum (\text{lift} - 1) \times \text{MIN}(\text{count_within_1mi}, 5) + \text{competitor_saturation}$
sat = 0 for 0, +3 for 1, 0 for 2, -4 per additional beyond 2
COLO_BONUS = ROUND((raw_colo - COLO_MIN) / (COLO_MAX - COLO_MIN) × 30 - 10, 1)
FINAL = TRAFFIC + DEMO + COLO_BONUS

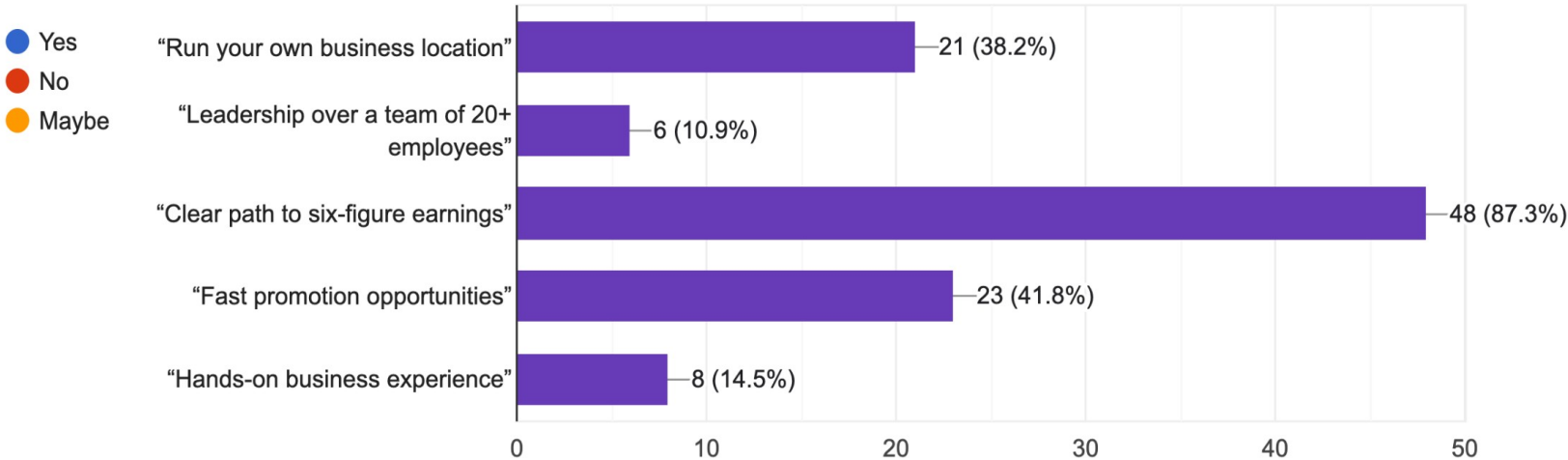
Would you consider restaurant management as a career?

55 responses



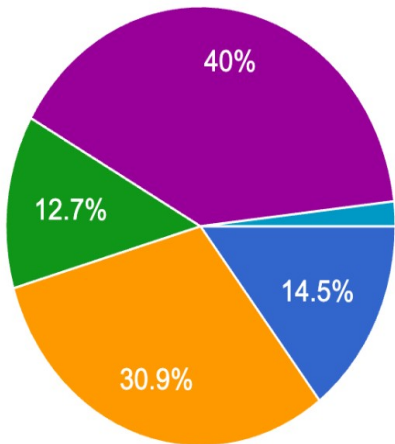
Which of the following would make you MORE interested in this role? (pick 1–2)

55 responses



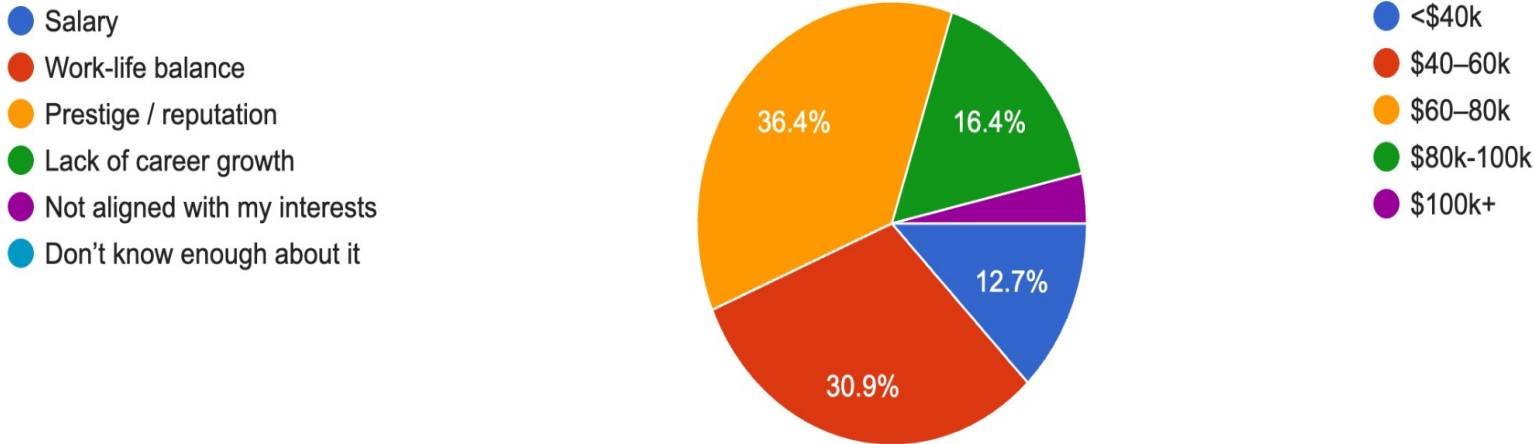
What is the MAIN reason you would not consider this role?

55 responses



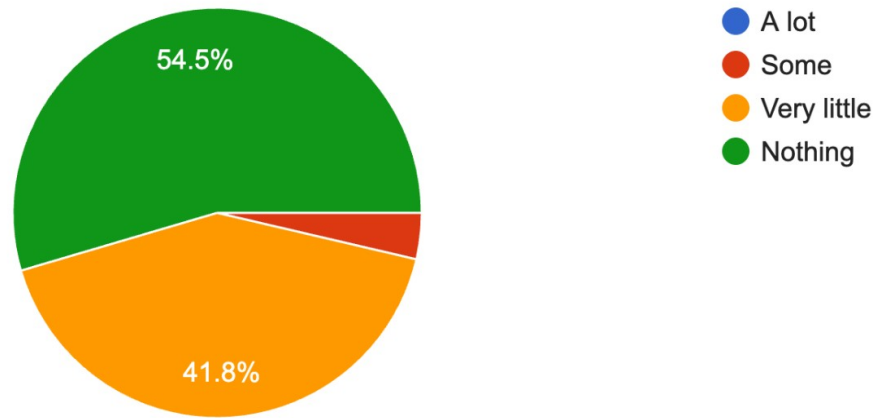
What do you think a Waffle House manager earns per year?

55 responses



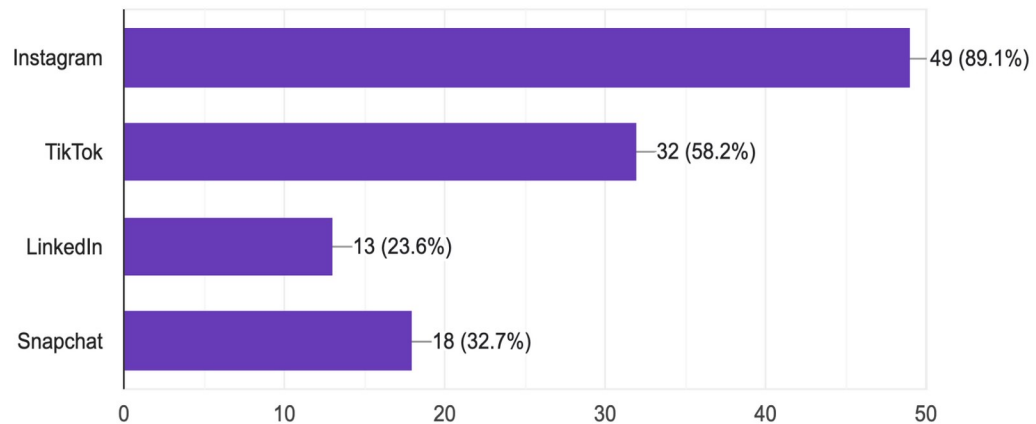
Before this survey, how much did you know about Waffle House management careers?

55 responses



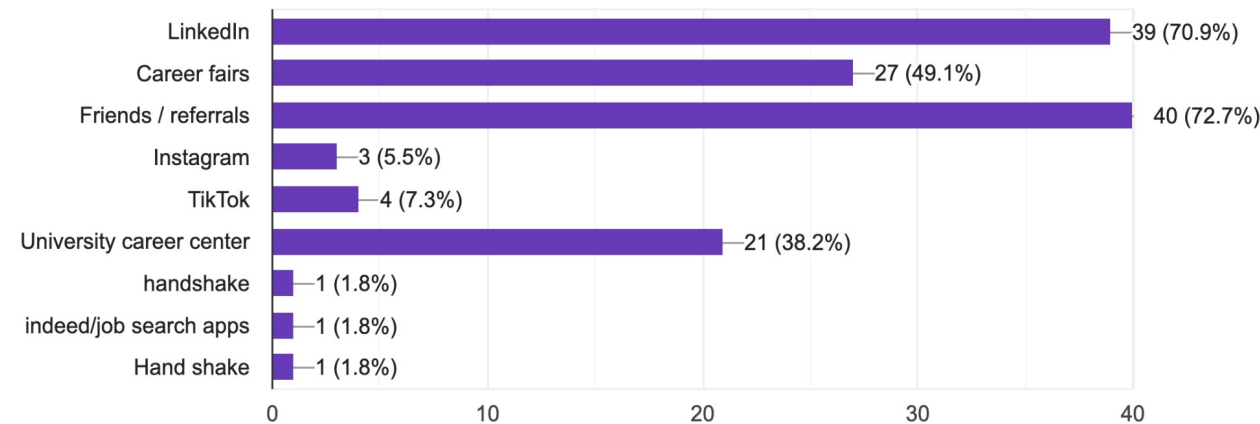
Which platforms do you use most often? (pick top 2)

55 responses



Where would you most likely learn about job opportunities?

55 responses



Personas: Successful Managers



Khristin, Waffle House Manager

- **Early exposure** to the chain; grew up near multiple locations
- Strong **work ethic**
- Attracted to the **higher pay** and **growth opportunities**
- Took on more **responsibility** for sense of **novelty**

"What has kept me here all this time was that unlike many other restaurants, I saw a clear path to growth in this company"



Maya, Starbucks Shift Lead & UVA Student

- Positive experience with prior manager that encouraged **exploration** and **growth**
- **Enjoys connecting** with customers and employees
- **Took initiative** to train and **mentor** new employees before getting the shift lead position
- Prioritizes remaining **calm** and **professional**

"I deeply enjoy mentoring others, it gives me a lot of fulfillment to give constructive advice"

The Career-Driven College Student



Background / Demographics

Job? Career Path? Family? Lifestyle? Age? Income?

- College students
- Variety of work experience (e.g. campus/summer jobs, internships, research)
- Busy schedules
- Balancing academics, extracurriculars, and career recruiting
- Still figuring out potential career paths

Real Quotes

About goals, challenges, etc.

- “I want to improve people’s lives and make the world better”
- “Looking for a job that will give me financial stability”
- “There are certain career expectations that come with being a college student”
- “Experience in a high stress role would allow for skill development”

Communication Channels

Communication preferences? Social media platforms? What physical and virtual spaces do they frequently interact in?

- Job search: LinkedIn, Handshake, Indeed, career fairs
- Social media: Instagram, TikTok, X

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- Position manager roles as running a business, not just a restaurant
- Emphasize that new grads will build real leadership experience faster than their peers
- Create a sense of ownership and responsibility over restaurant operations that lead to real impact

Goals / Challenges

What is this persona’s goals and what motivates them to achieve them? What does this persona struggle with in relation to meeting goals? What serves as a roadblock for this persona’s success?

Goals:

- Work in a field they are passionate about
- Gain transferable skills (e.g. leadership, problem-solving, communication)
- Achieve financial success

Challenges:

- Large financial investment in education
- Pressure to choose careers that signal prestige and ambition
- Uncertainty about long-term career path

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Reframe Waffle House managers as leadership and operations positions
- Highlight clear career progression
- Emphasize opportunity to build business and management skills
- Leverage job search/social media platforms

Time-Constrained Professional Customer



Background / Demographics

- Mid-to-late career professional (40s-60s)
- Works in a **physically demanding, schedule-driven industry**
- Frequently **travels locally/regionally for work**
- Maintains a **busy, early-start routine**
- Values **efficiency, reliability, and practicality** in daily decisions

Real Quotes

About goals, challenges, etc.

- “My schedule is packed, so I need everything I do — even eating — to be quick and efficient.”
- “When I’m busy, I prioritize what’s practical over what’s ideal.”
- “I need things that fit into my routine, not things that slow me down.”

Communication Channels

Communication preferences? Social media platforms? What

- ~~Less reliant on digital job platforms, frequently influenced by:~~
 - Habit and routine, location-based decisions, word-of-mouth
- Social media exposure:
 - Facebook

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- Position WH as the go-to for fast, reliable mornings
- Use real customer routines to make messaging relatable
- Focus on speed + consistency as core value
- Target customers through Facebook/Instagram with simple, practical content

Goals / Challenges

What is this persona’s goals and what motivates them to achieve them? What does this persona struggle with in relation to meeting goals? What serves as a roadblock for this persona’s success?

Goals:

- Maximize efficiency during busy workdays
- Maintain a reliable routine, especially during early mornings
- Minimize time spent on non-essential tasks

Challenges:

- Extremely time-constrained, especially in the mornings
- Prioritizes function over experience, but still values consistency

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- ~~Maintain and emphasize speed and early availability~~
- Reinforce positioning as reliable, high-efficiency choice for busy professionals
- Position Waffle House as the go-to for fast, reliable mornings
- Leverage Facebook for marketing

Financial Breakdown

- **Talent Acquisition**

- Editing tools/minor freelance help: ~ \$2,000
- Handshake/LinkedIn/career fairs: ~\$4,000
- Content reuse: ~\$1,000

- **Internship Program:**

- Intern pay: 8-10 weeks, \$12-\$15 / hour, 40 hours a week->
- 5 interns: \$20K-\$30K
- HQ housing: \$1K/intern
- Program Materials: \$1K-\$3K
- Manager Time: \$3K-\$5K

Based on industry standards and estimates*

- **Location**

- Christiansburg
- Charlottesville
- Radford
- Lynchburg
- I-77S Exit 14
- I-81N Exit 150B
- I-81S Exit 80
- I-81N Exit 7
- I-81N Exit 29
- I-81N Exit 109
- I-81S Exit 180
- I-77S Exit 62
- I-81N Exit 45
- I-81S Exit 168
- I-81S Exit 92
- VA-112 Exit towards Bedford

Financial Model Assumptions

B BUILDING & SITE COSTS (enter values from RSMeans / contractor quotes)		
Building footprint (sq ft)	2,100	← enter your researched value
Construction cost per sq ft (shell)	\$210	← enter your researched value
FF&E cost per sq ft	\$58	← enter your researched value
Site work & parking (total \$)	\$120,000	← enter your researched value
Land / lot purchase price	\$250,000	← enter your researched value
Arch, engineering & permits	\$68,750	← enter your researched value
Pre-opening costs (training, etc.)	\$67,500	← enter your researched value
Working capital reserve	\$474,000	← enter your researched value
TOTAL CAPEX PER LOCATION (calculated)	\$1,543,754	← shell + FF&E + all other items above
C REVENUE ASSUMPTIONS		
Stabilized AUV — Annual Unit Volume (\$)	\$1,812,000	Target from NRA / industry data
Year 1 ramp (% of stabilized AUV)	75.0%	Typical new-store ramp
Year 2 ramp (% of stabilized AUV)	90.0%	
Same-store sales growth (annual)	2.5%	2.5% is conservative baseline

D OPERATING COST MARGINS (% of revenue — update from NRA benchmarks)		
Food & beverage cost (COGS %)	30%	Cost of goods
Labor cost %	33.3%	Including benefits
Occupancy (rent or depreciation %)	6.7%	Or enter \$ if owned
Utilities %	3.3%	
Insurance %	1.5%	
Maintenance & repairs %	1.7%	
Local marketing %	1.7%	WH does minimal advertising
G&A / miscellaneous %	8%	
Total operating cost % (calculated)	86.2%	
E RETURNS ASSUMPTIONS		
Discount rate (WACC / hurdle rate)	9.0%	9% typical for QSR real estate
Terminal growth rate	2.0%	
Tax rate (if applicable)	25.0%	

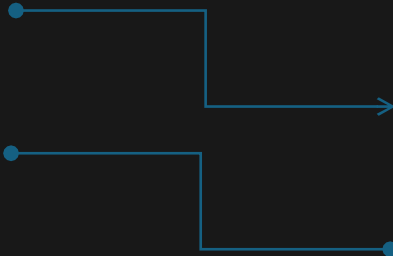
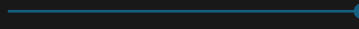
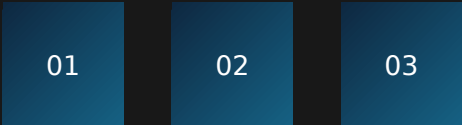
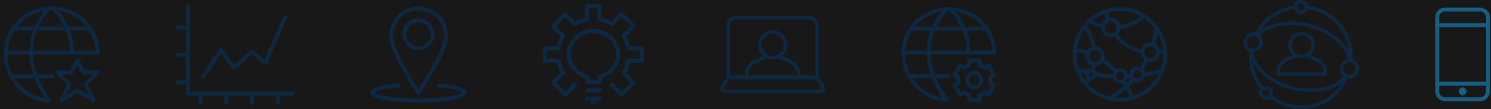
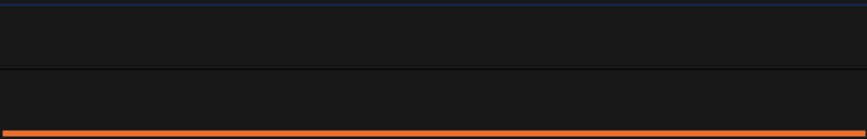
Capital Budget Per Location

CAPITAL BUDGET — PER LOCATION

Cost Item					
Building shell (sqft × cost/sqft)	\$441,490	\$441,490	\$441,490	\$441,490	
FF&E (sqft × FF&E/sqft)	\$122,013	\$122,013	\$122,013	\$122,013	
Site work & parking	\$120,000	\$120,000	\$120,000	\$120,000	
Land / lot purchase	\$250,000	\$250,000	\$250,000	\$250,000	
Architecture, engineering & permits	\$68,750	\$68,750	\$68,750	\$68,750	
Pre-opening costs	\$67,500	\$67,500	\$67,500	\$67,500	
Working capital reserve	\$474,000	\$474,000	\$474,000	\$474,000	
TOTAL CAPEX	\$1,543,754	\$1,543,754	\$1,543,754	\$1,543,754	
Total CAPEX FOR ALL LOCATIONS					\$6,175,015
Note: All four locations share the same unit economics from Assumptions sheet.					

Template - Elements

- Subtitle



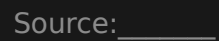
Text box title

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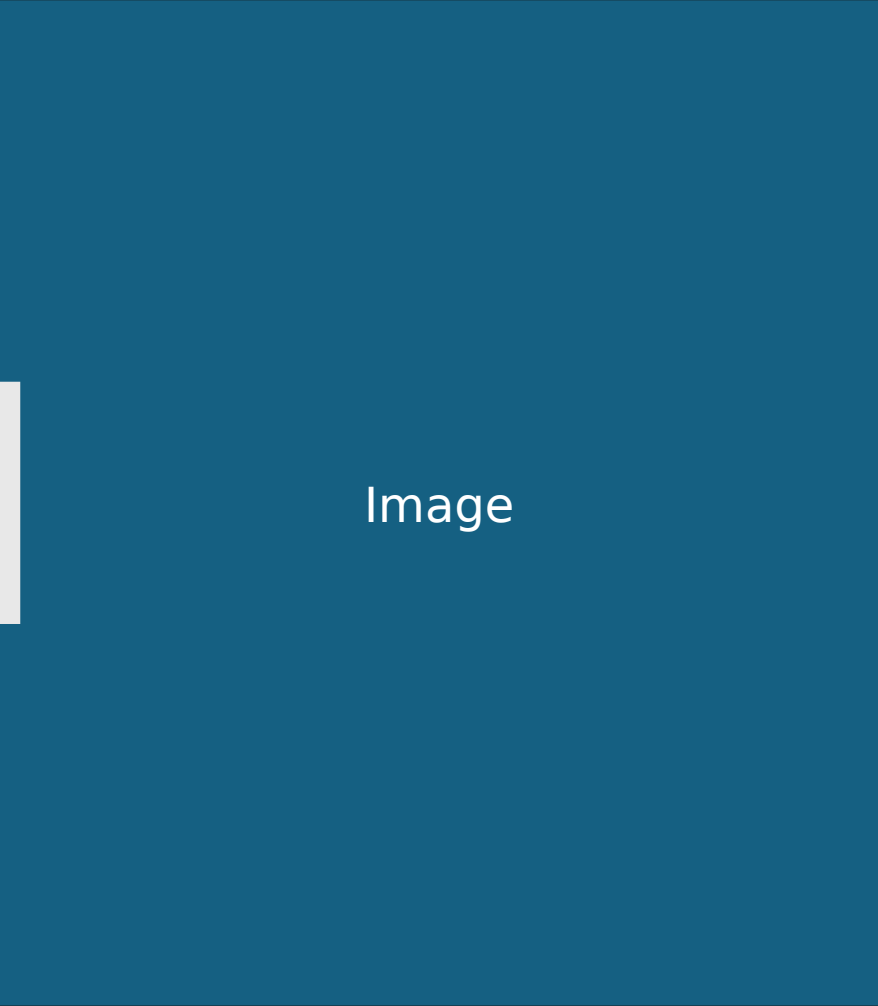


Template - Content slide

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Template - Executive Summary 1

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Template - Executive Summary 2

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Template - Executive Summary 3

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Template - Executive Summary 4

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Template - Executive Summary 5

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Template - Executive Summary 5

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Template - Description slide

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Quote 03

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Quote 04

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Quote 05

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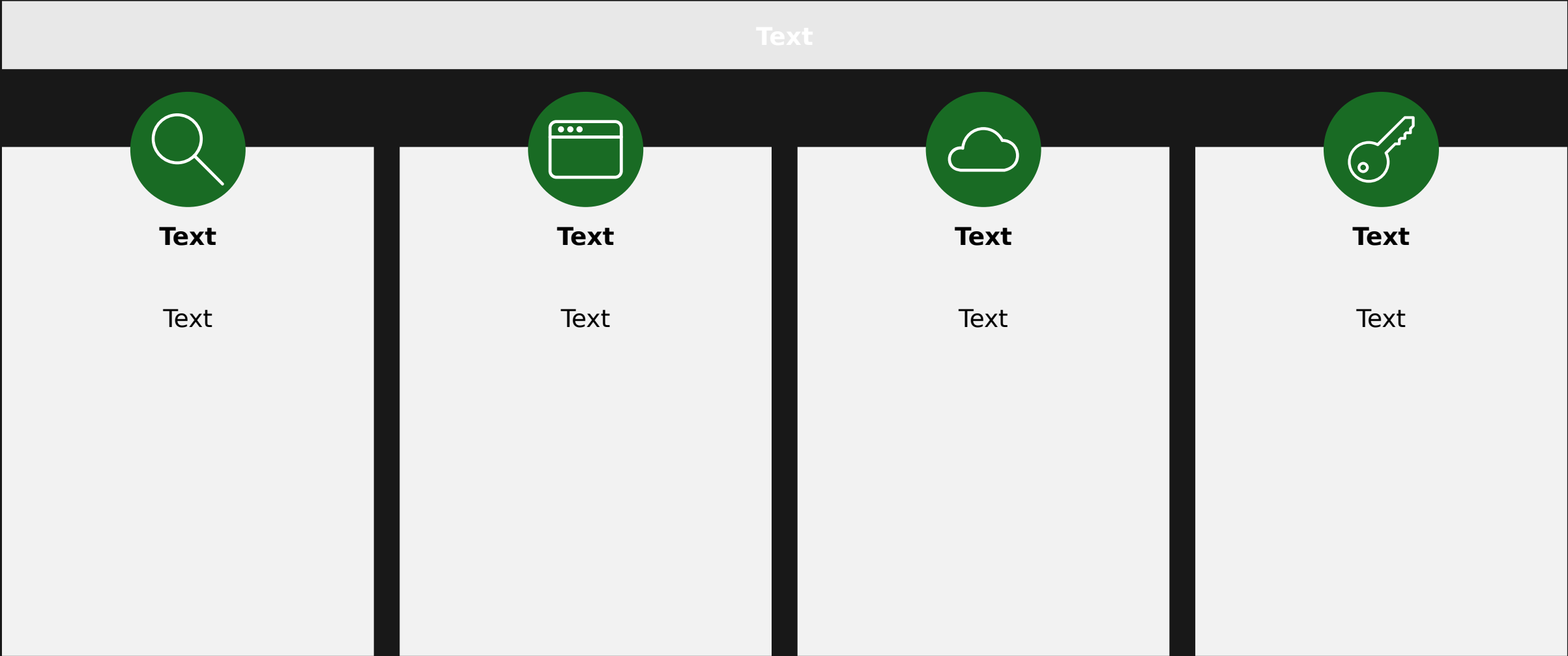
Person name

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Person name

Template - Key points diagram

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Template - SWOT Analysis Slide

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STRENGTHS



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WEAKNESSES



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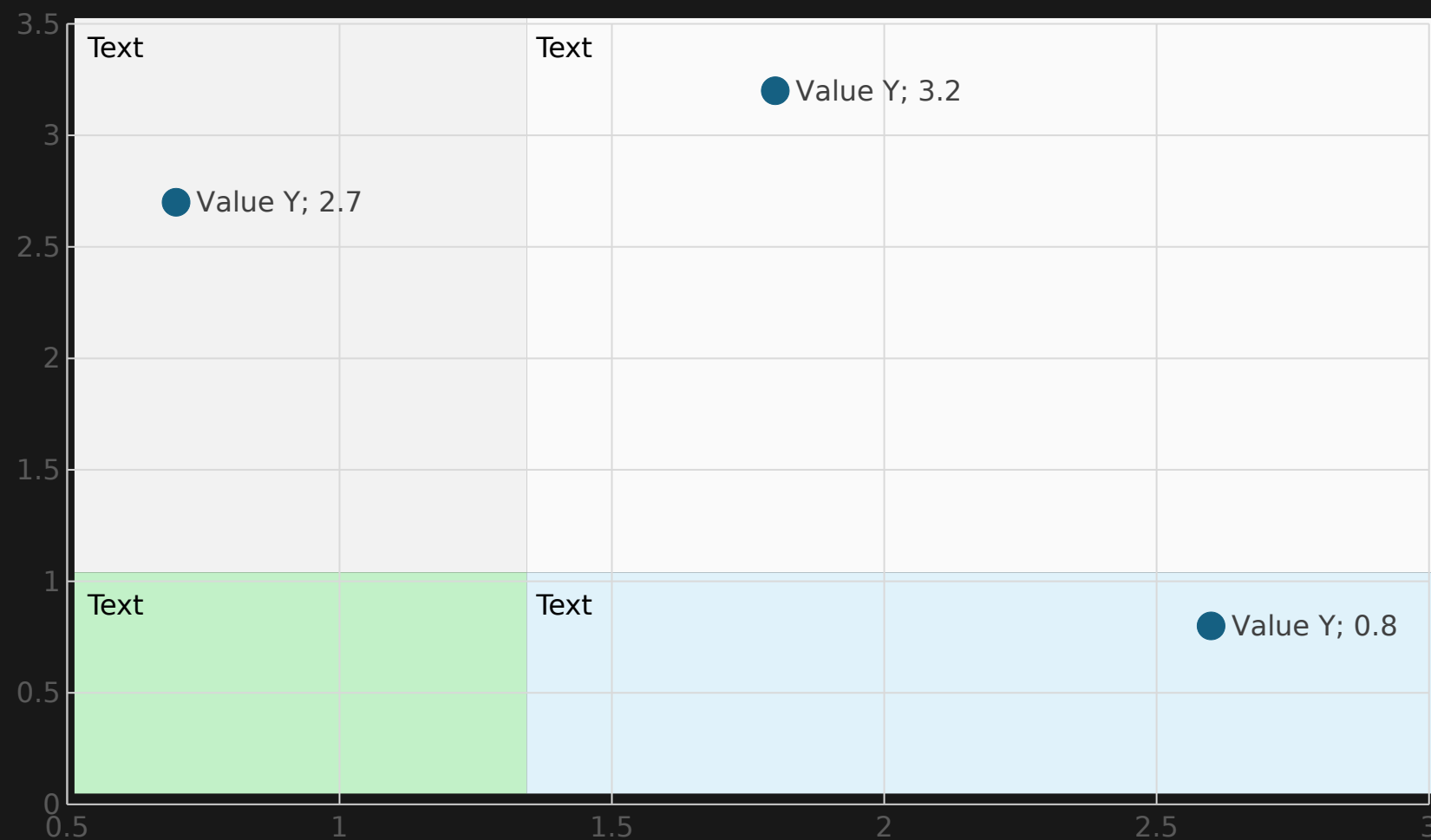


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Template - Scatter chart with four quadrants

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Template - Boat chart

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Template - Boat chart horizontal

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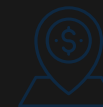
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Template - Boat chart

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Template - Boat chart vertical

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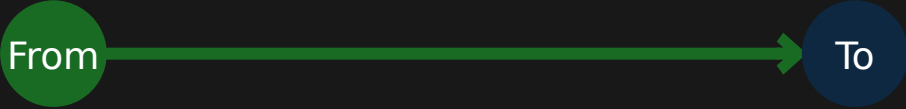


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Template - From-to chart

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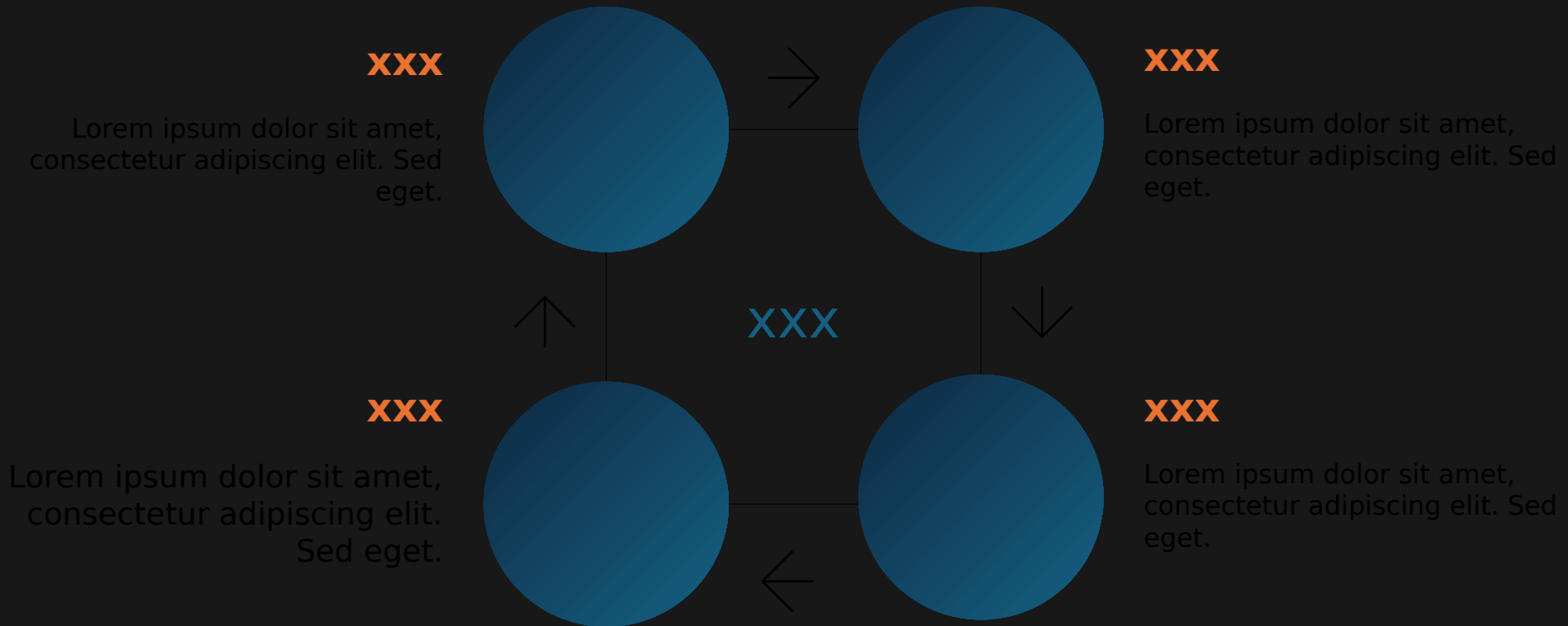
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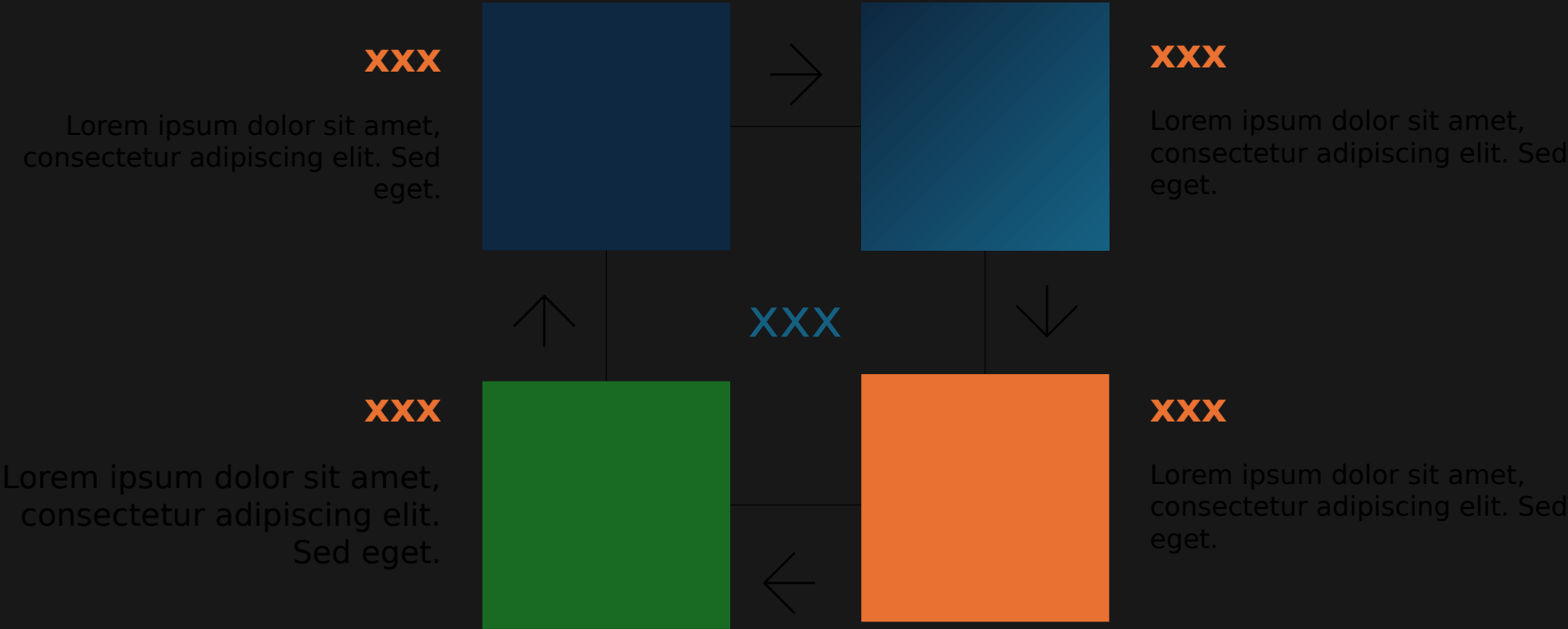
Template - Circular process

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Template - Circular process

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Template - Journey Slide

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Template - Linear Process

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Template - Linear Process

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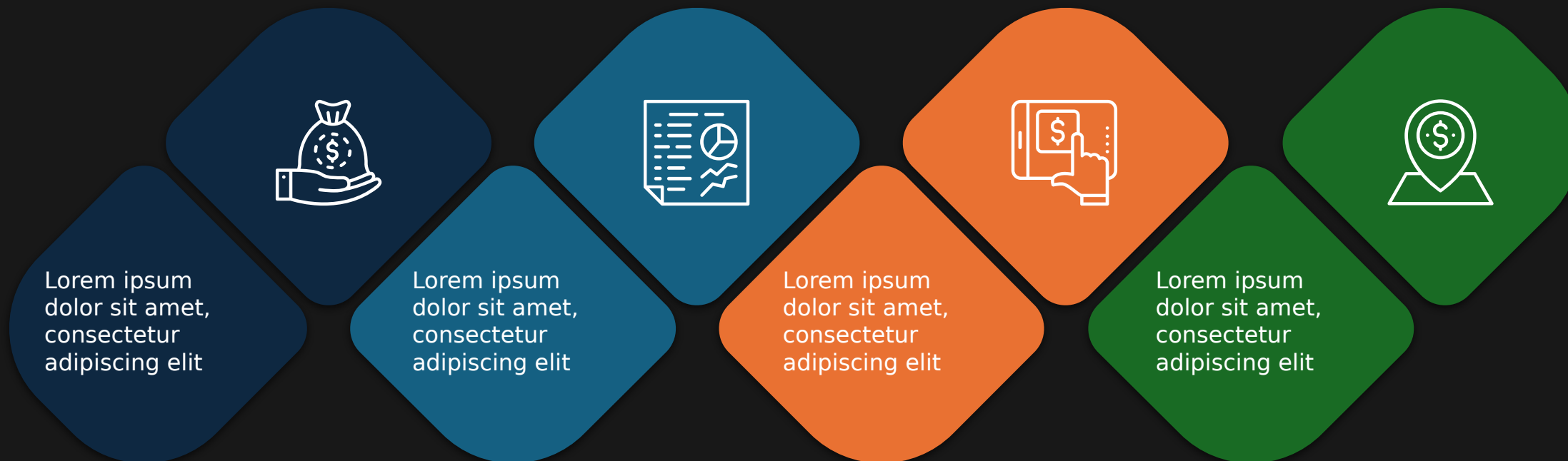
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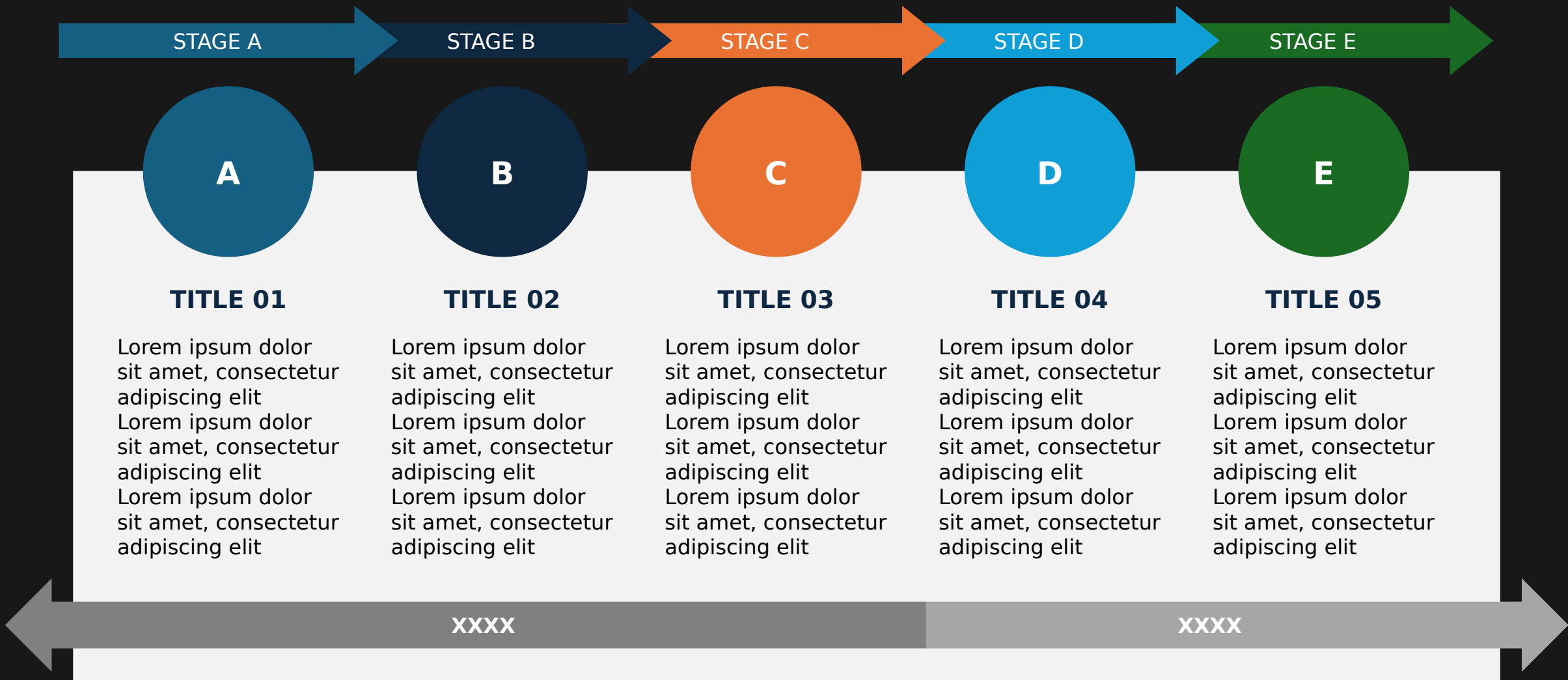
Template - Snake process

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Template - Go-To-Market Slide

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Template - Circular process

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Template - Road flow chart

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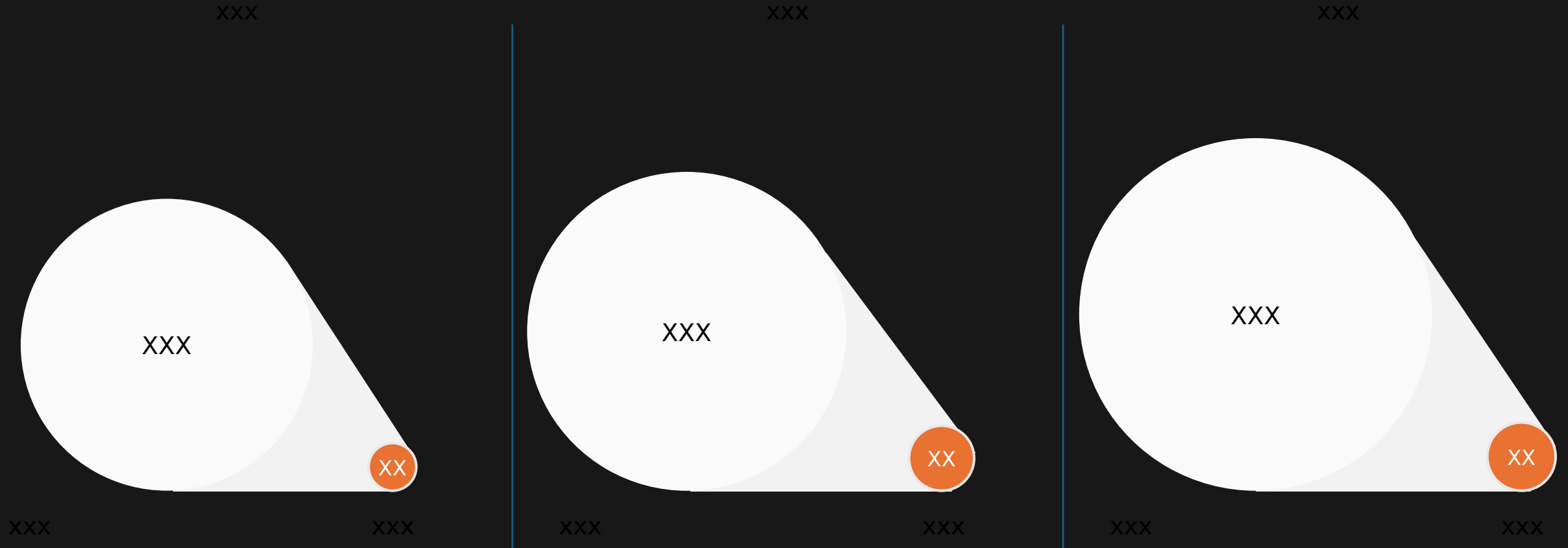
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Template - Plans vs. actual chart

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Template - Forecast chart

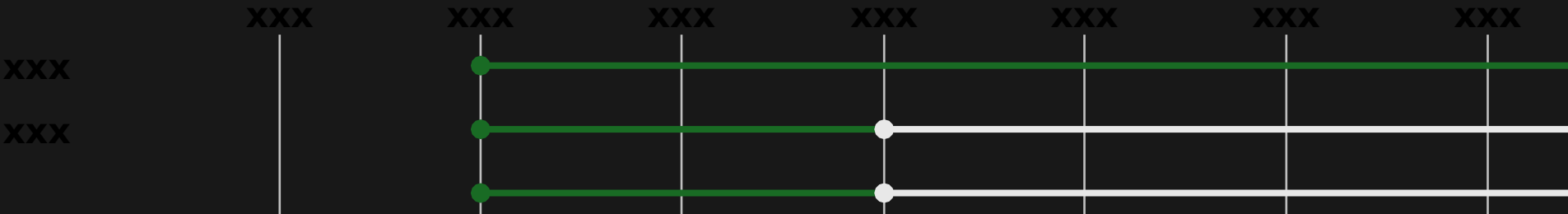
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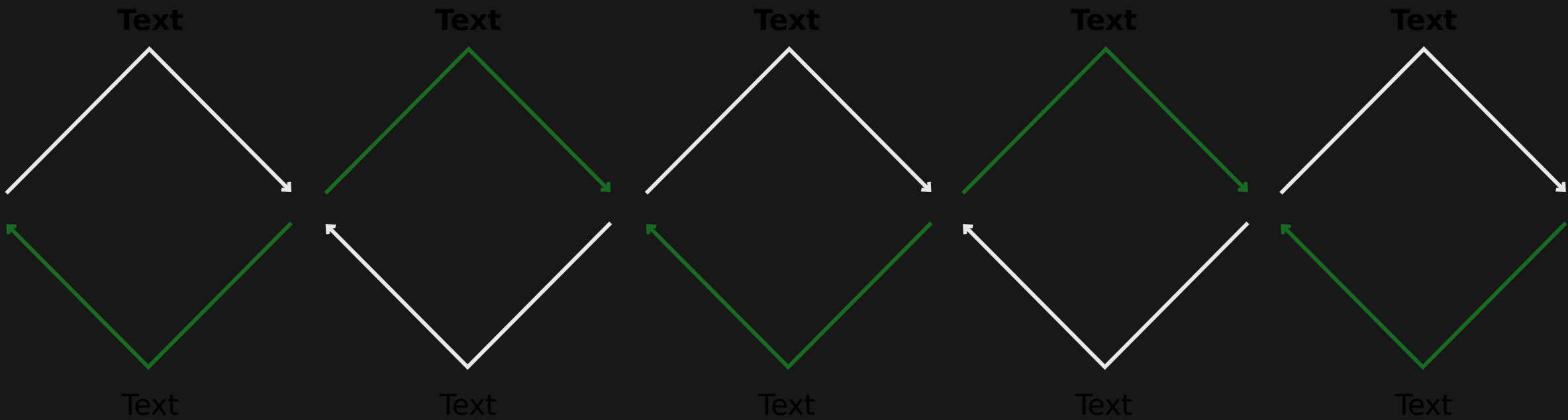


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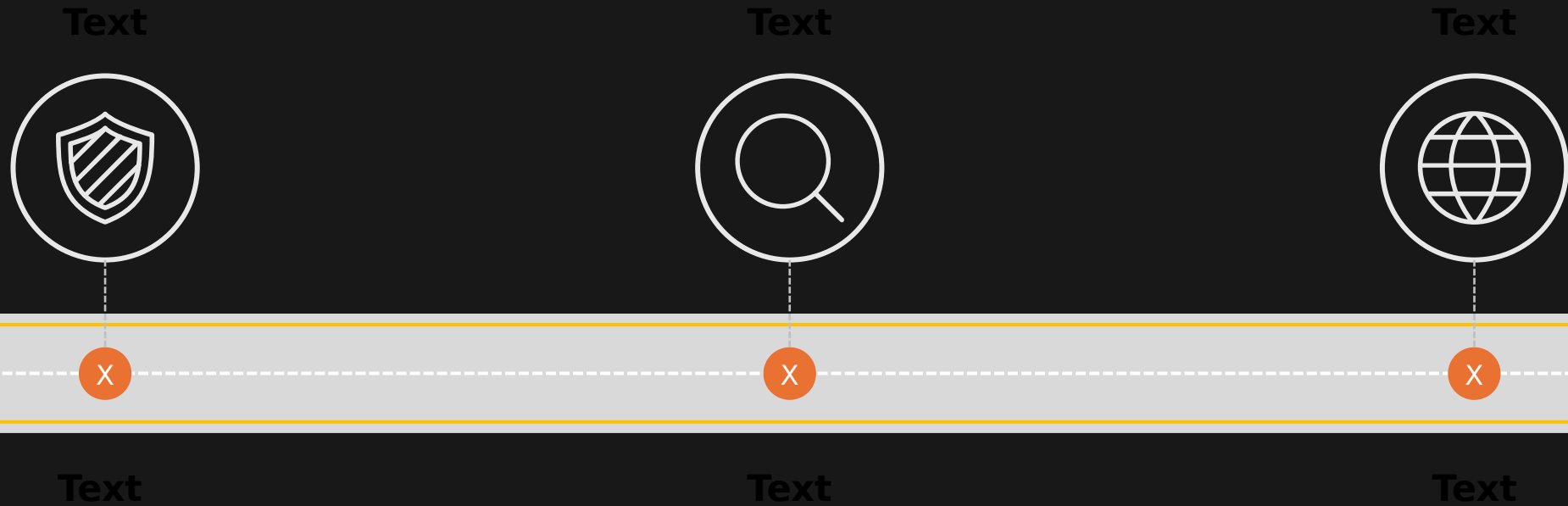
Template - Steps chart

- Subtitle



Template - Phases chart

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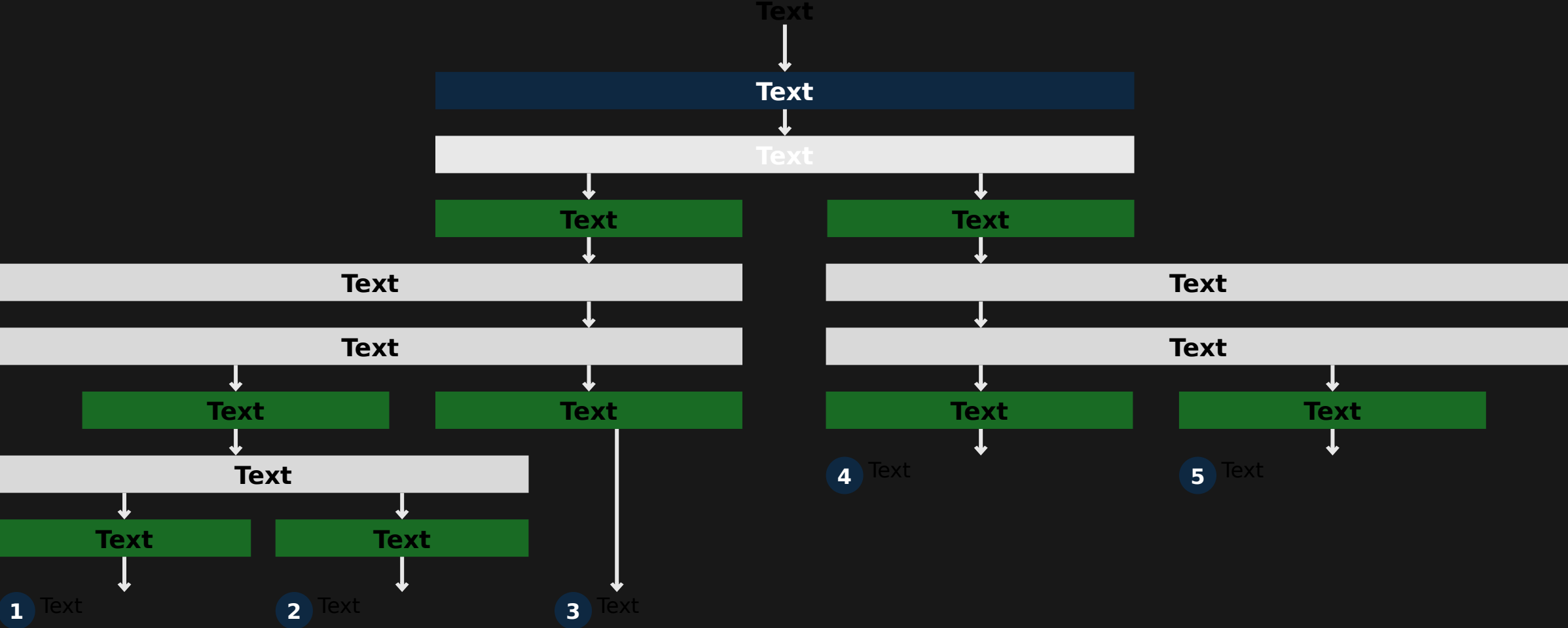
Template - Strategy chart

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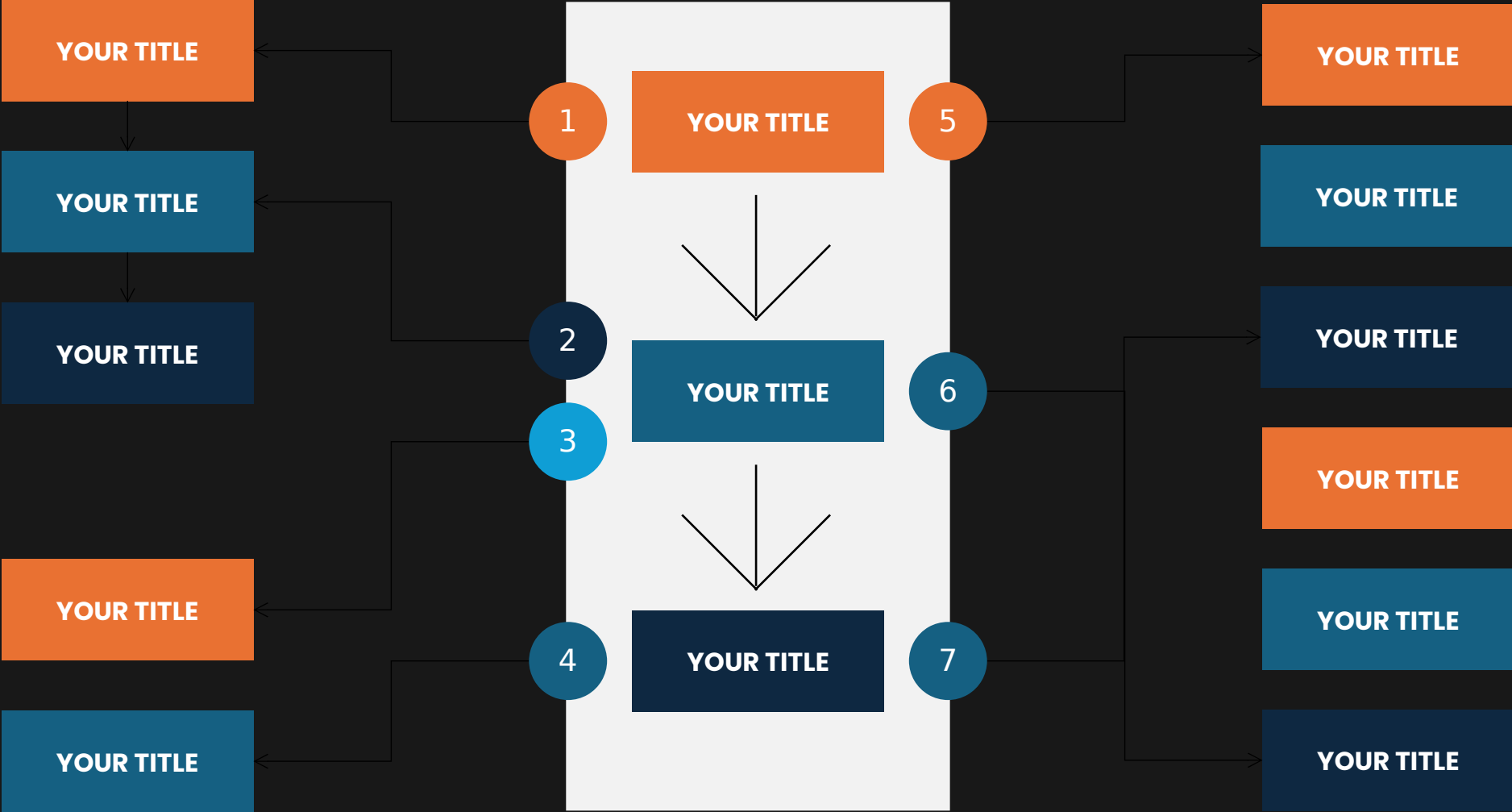
Template - Decision tree

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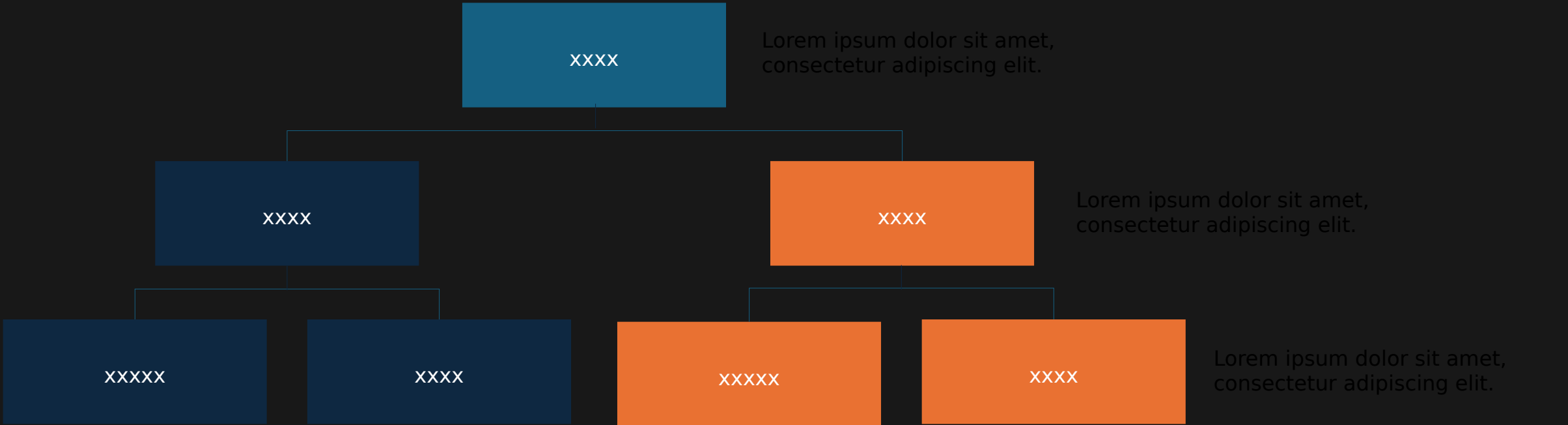
Template - Decision Tree

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Template - Decision Tree

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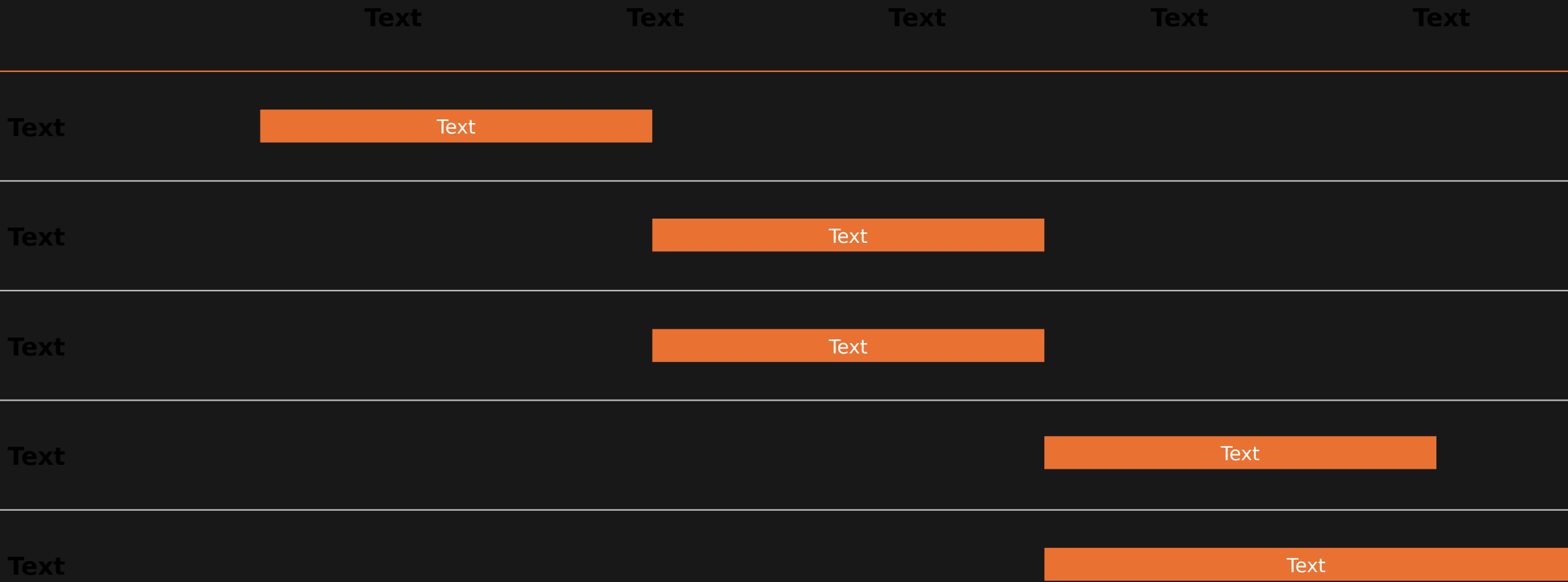


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Template - Gantt chart

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Template index

**Structural
slides**

**Text-based
slides**

**Bar
charts**

**Column
charts**

**Line
charts**

**Pie
charts**

**Area
charts**

**Scatter
charts**

**Workplan /
process charts**

**Organization /
relationships**

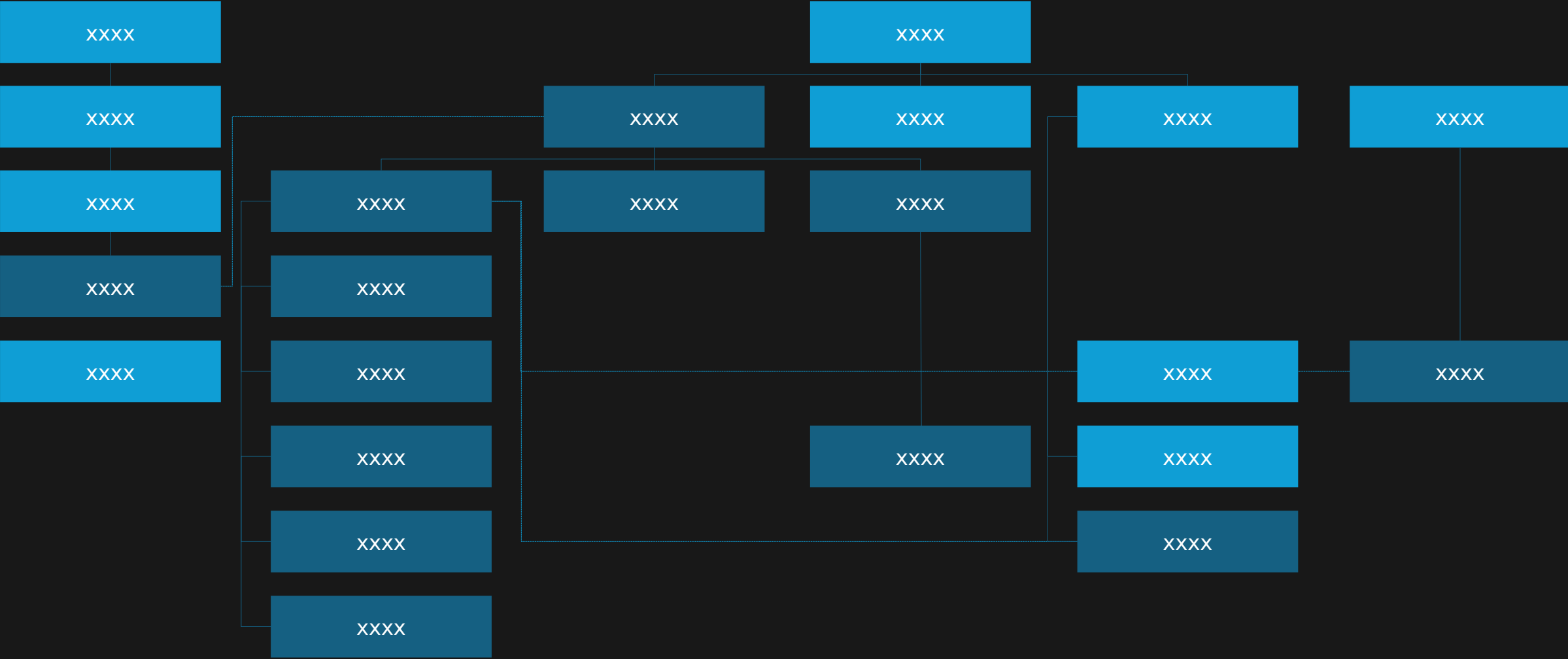
**Concept
slides**

**Map
slides**

**Additional
slides**

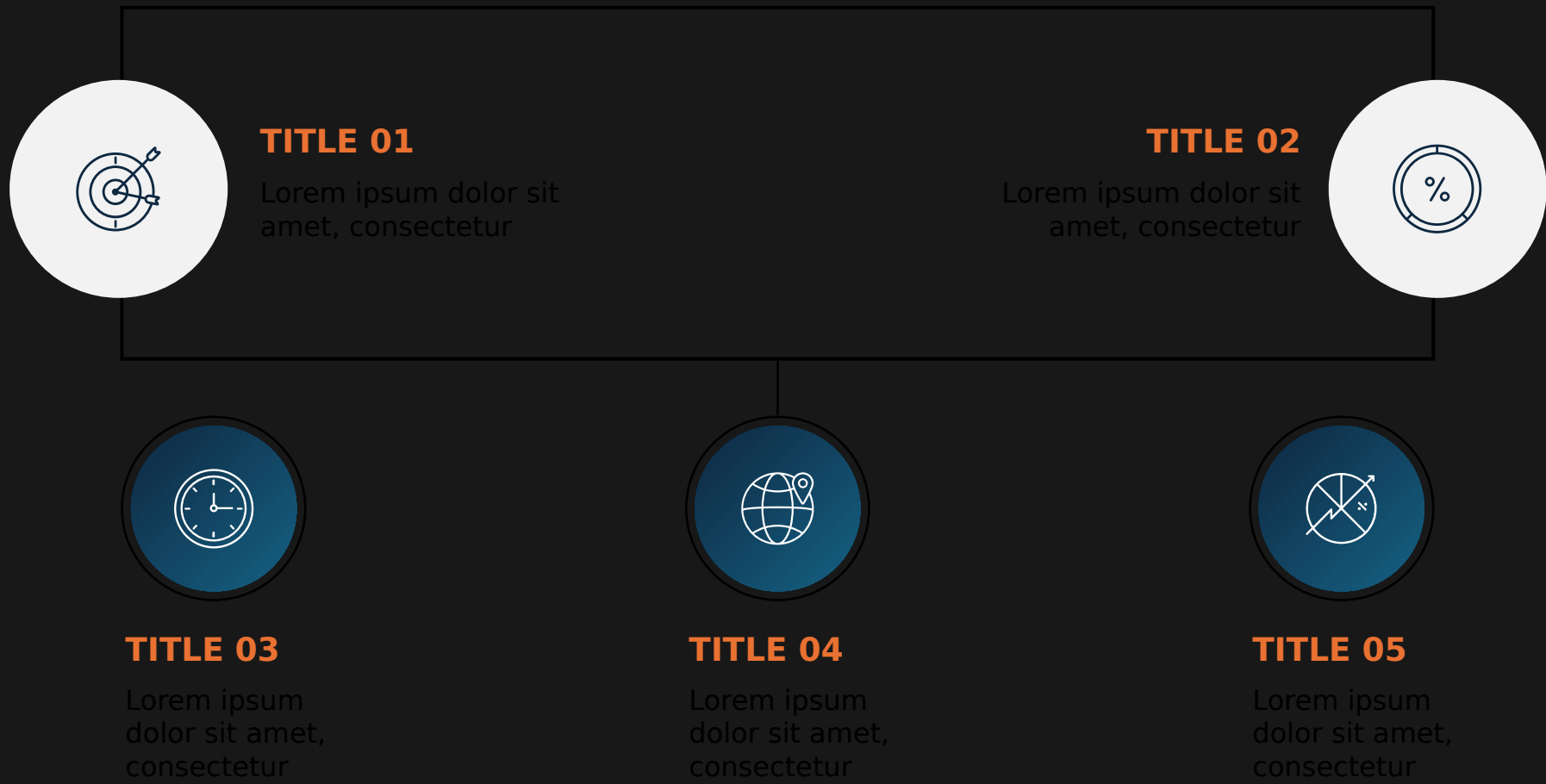
Template - Organizational chart

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Template - Hierarchy chart

- Subtitle



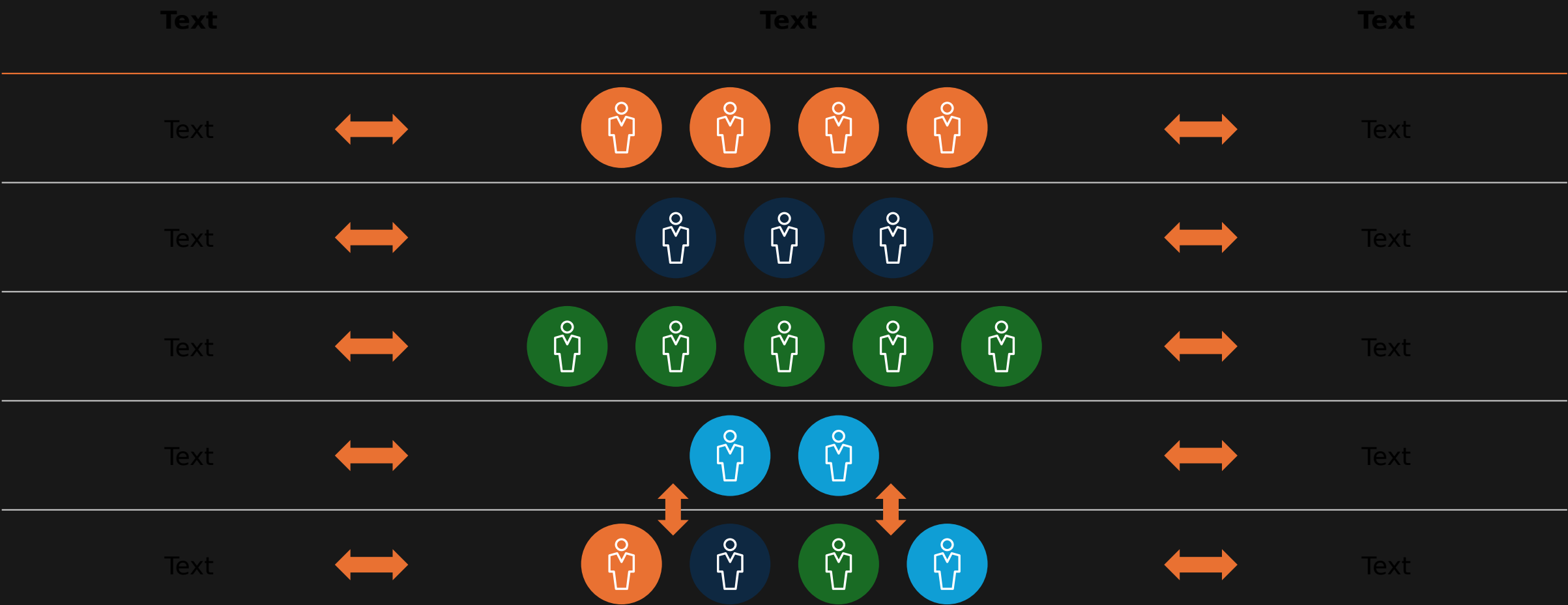
Template - Hierarchy Infographic

- Subtitle



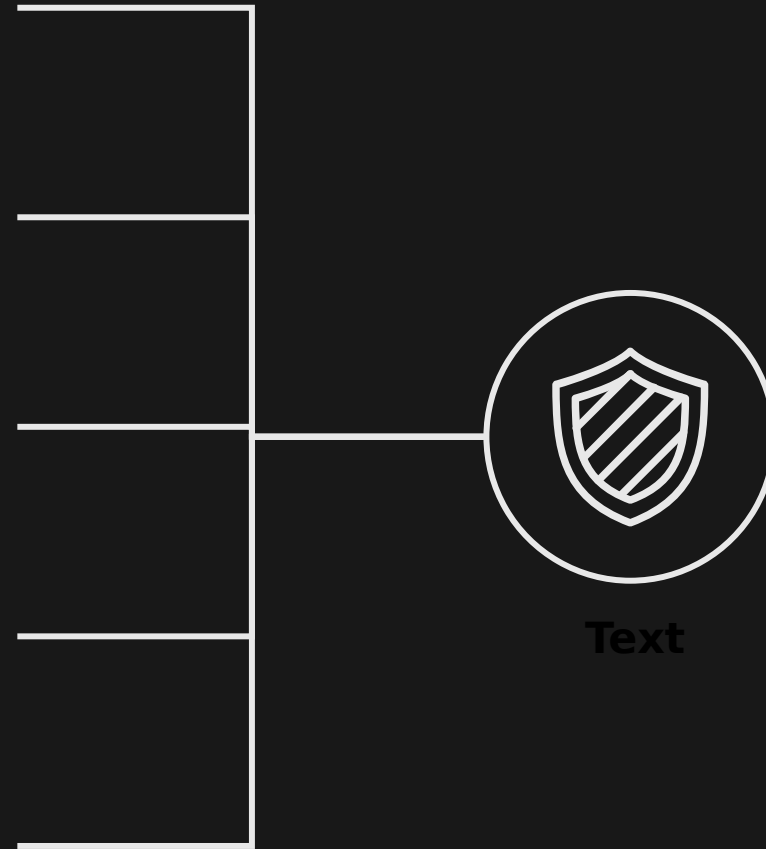
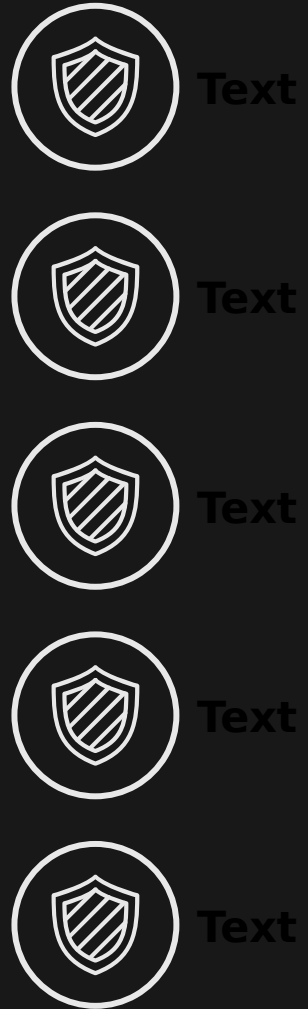
Template - Business systems/hierarchy

- Subtitle



Template - Many-to-one chart

- Subtitle



Source: _____

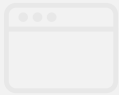
Template - Rank chart

• Subtitle

	Text				
1	Text	Text	Text	Text	Text
2	Text	Text	Text	Text	Text
3	Text	Text	Text	Text	Text
4	Text	Text	Text	Text	Text
5	Text	Text	Text	Text	Text

Template - Comparative table

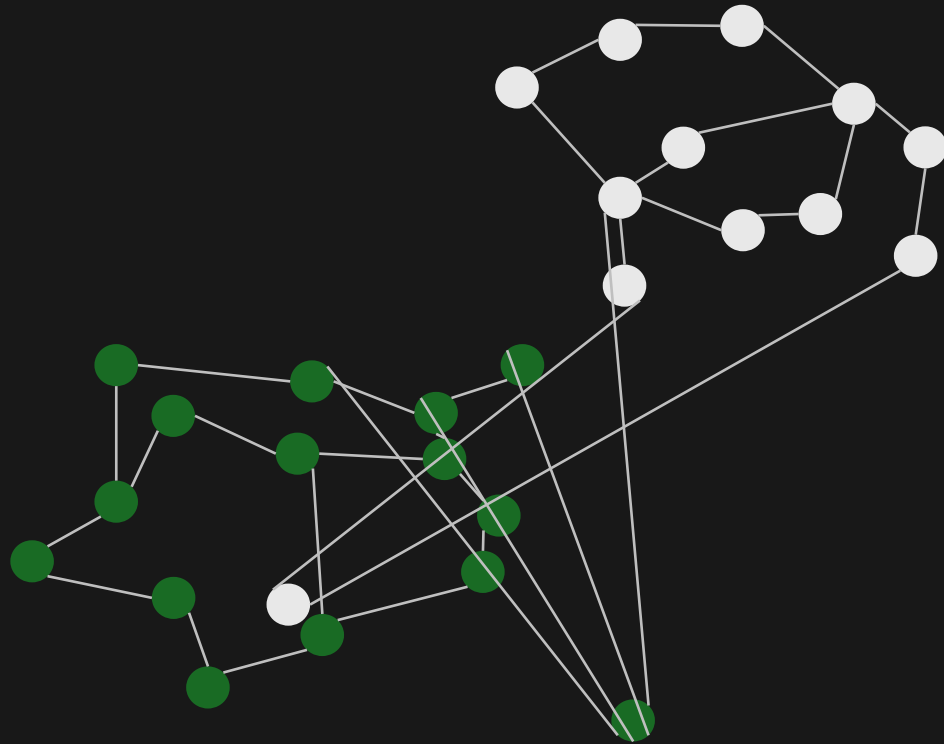
- Subtitle

	Text		Text			
						
	Text	Text	Text	Text	Text	Text
Text						
Text						
Text						

Template - Network analysis

- Subtitle

Text

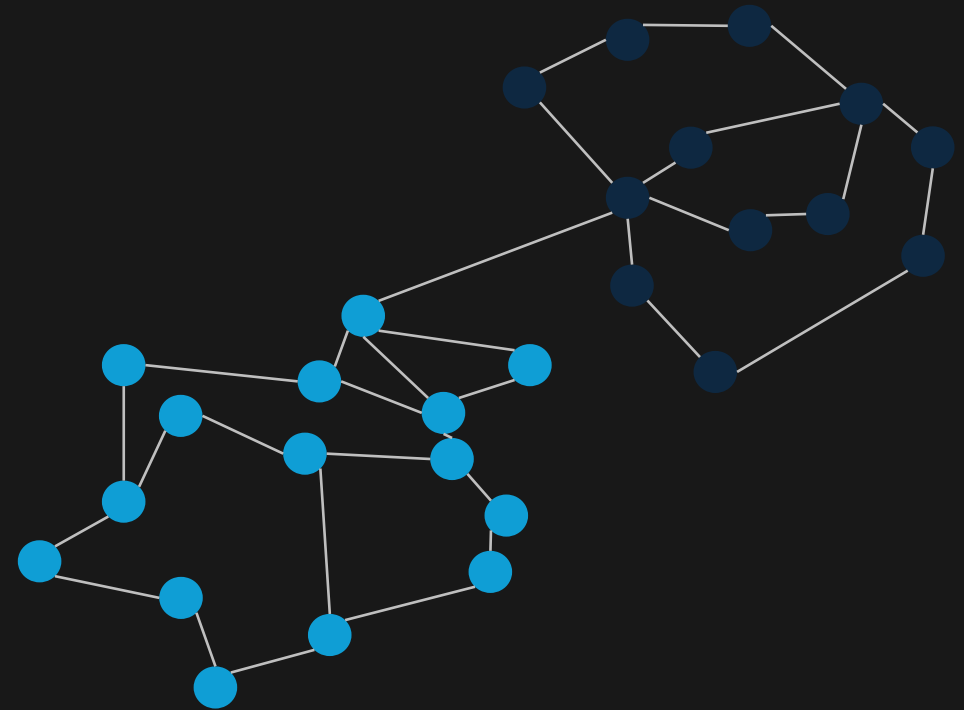


● XXX

● XXX

Source: _____

Text



● XXX

● XXX

Template - 2x2 Matrix

Y Label	Label name		
	Label name		
		Label name	Label name
		X Label	

Template - 3x2 Matrix

Source: _____

Template - 3x3 Matrix

Y Label	Label name		
	Label name		
	Label name		
	Label name	Label name	Label name

Template index

**Structural
slides**

**Text-based
slides**

**Bar
charts**

**Column
charts**

**Line
charts**

**Pie
charts**

**Area
charts**

**Scatter
charts**

**Workplan /
process charts**

**Organization /
relationships**

**Concept
slides**

**Map
slides**

**Additional
slides**

Template - Honeycomb chart

• Subtitle

- XXX
- XXX
- XXX

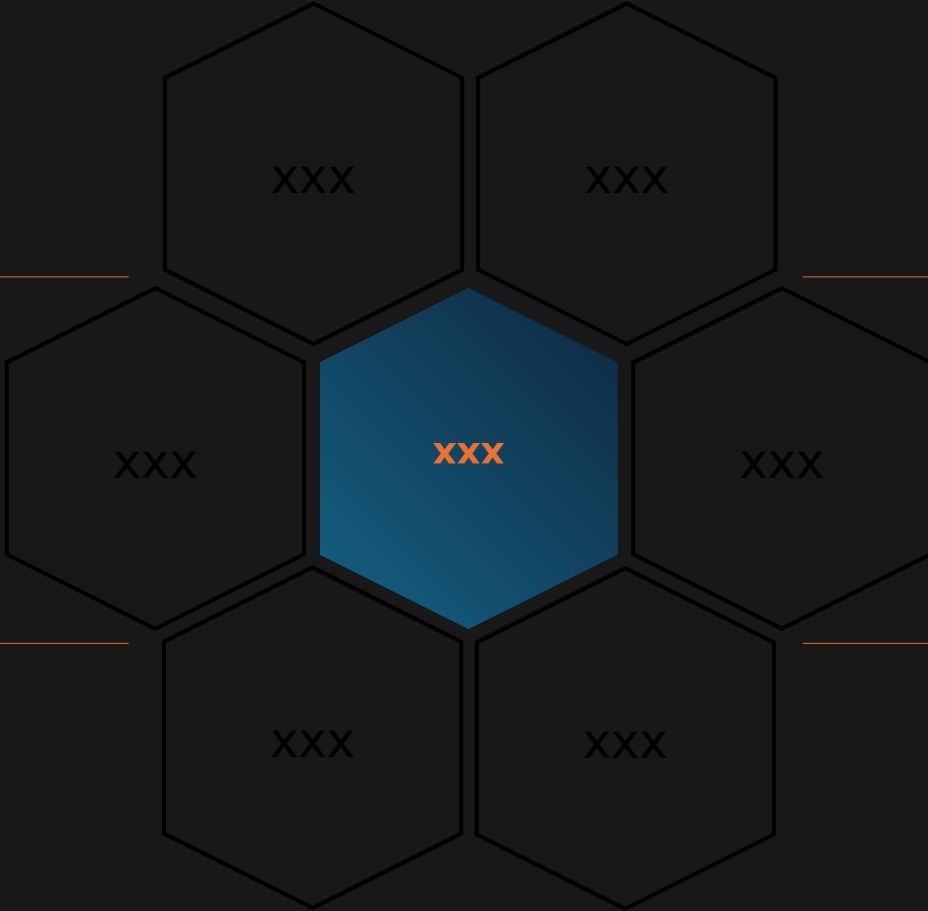
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- XXX
- XXX

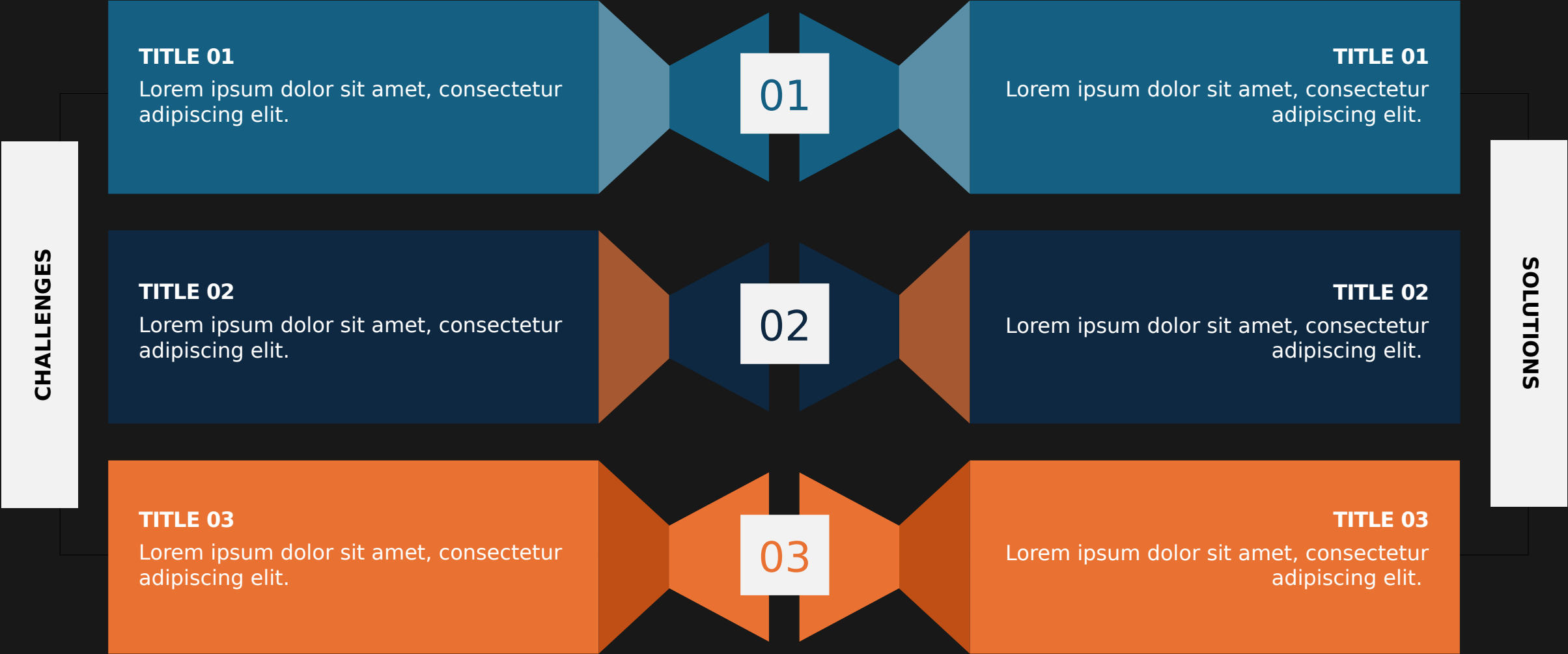
- XXX
- XXX
- XXX

- XXX
- XXX
- XXX



Template - Challenges Slide

- Subtitle



Template - Challenges and solutions

- Subtitle

CHALLENGES

SOLUTIONS

01



CHALLENGE 01

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SOLUTION 01

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



01

02



CHALLENGE 02

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SOLUTION 02

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02

03



CHALLENGE 03

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SOLUTION 03

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03

Template - Decision Diagram

- Subtitle



Alternatives

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Uncertainty

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High-risk Consequences

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Interpersonal Issues

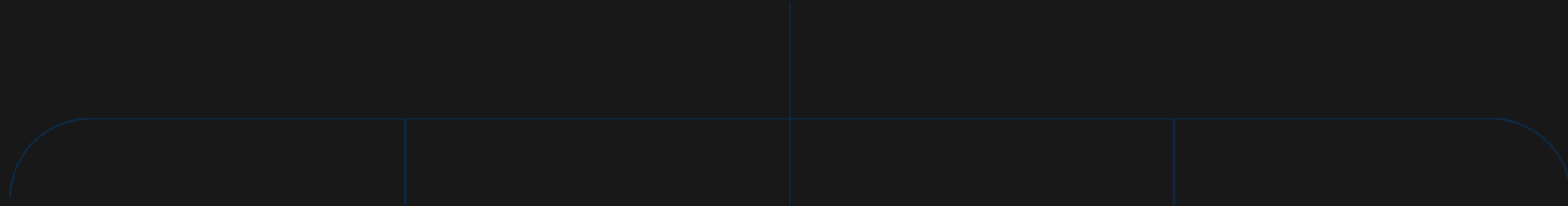
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Complexity

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Template - Decision Diagram

- Subtitle



Alternatives

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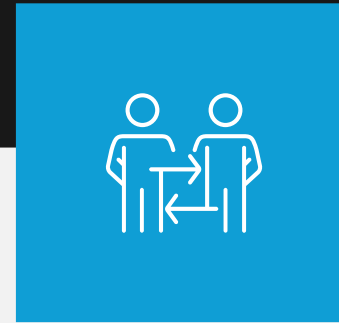
Uncertainty

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High-risk Consequences

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Interpersonal Issues

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

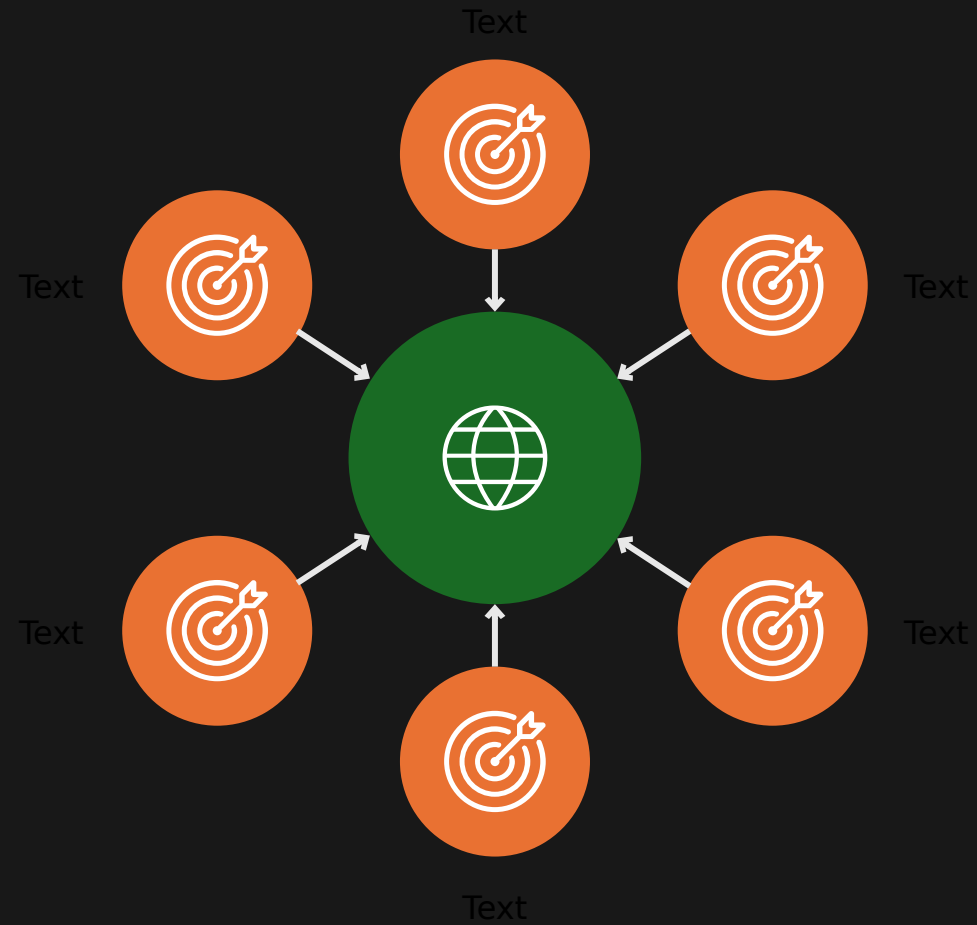


Complexity

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

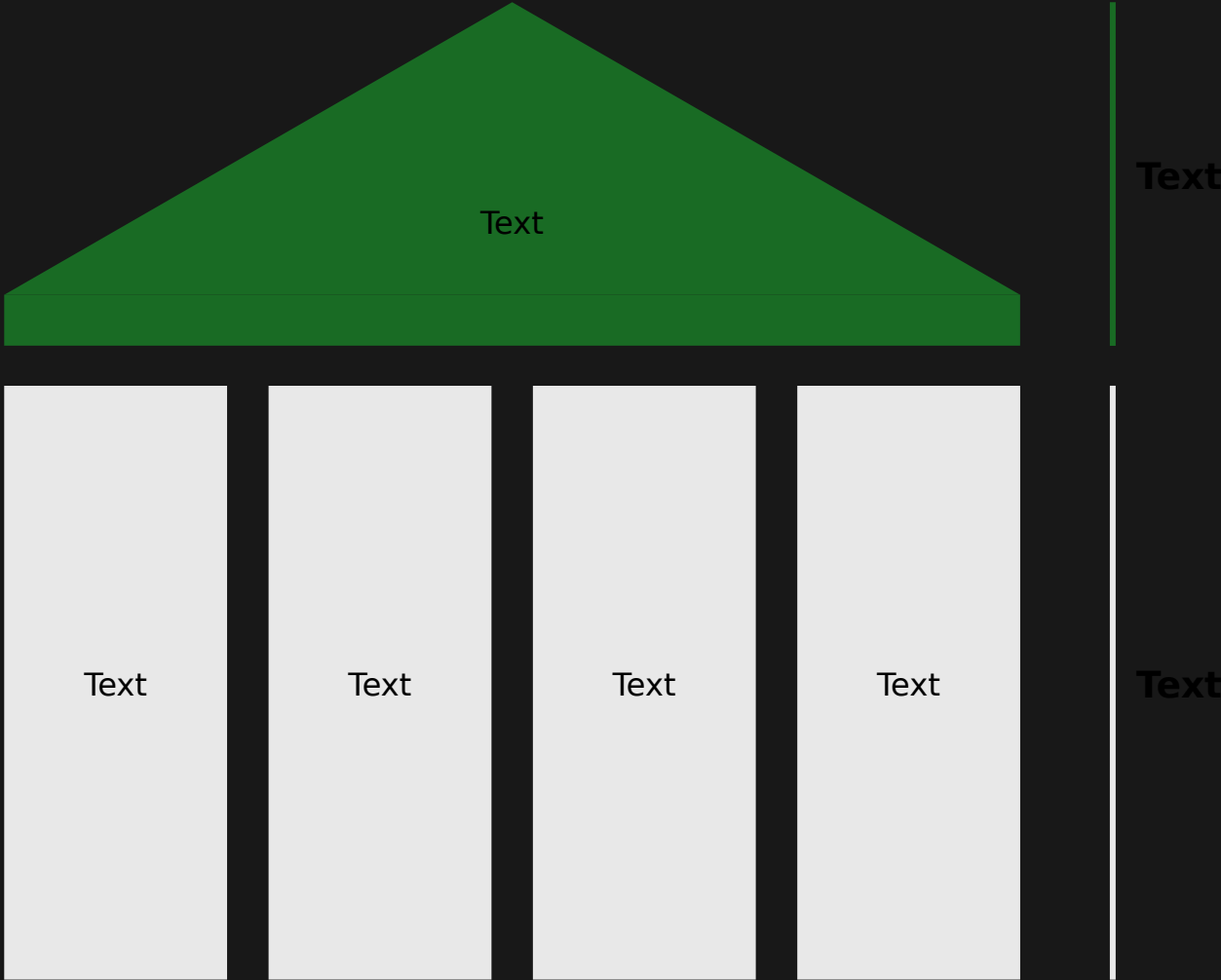
Template - Mind map

- Subtitle



Template - House chart

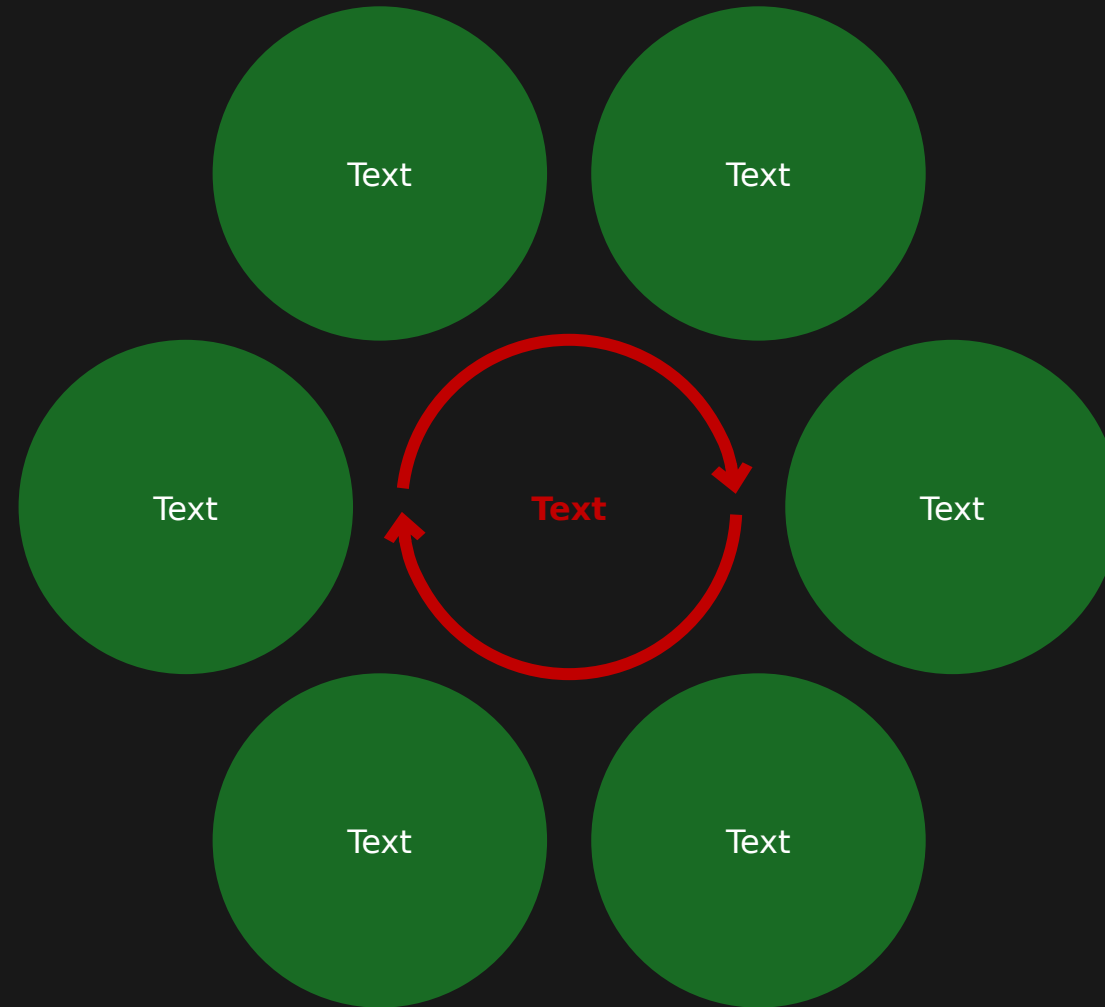
- Subtitle



Source:_____

Template - Circle diagram

- Subtitle



Template - Circle diagram with segmentation

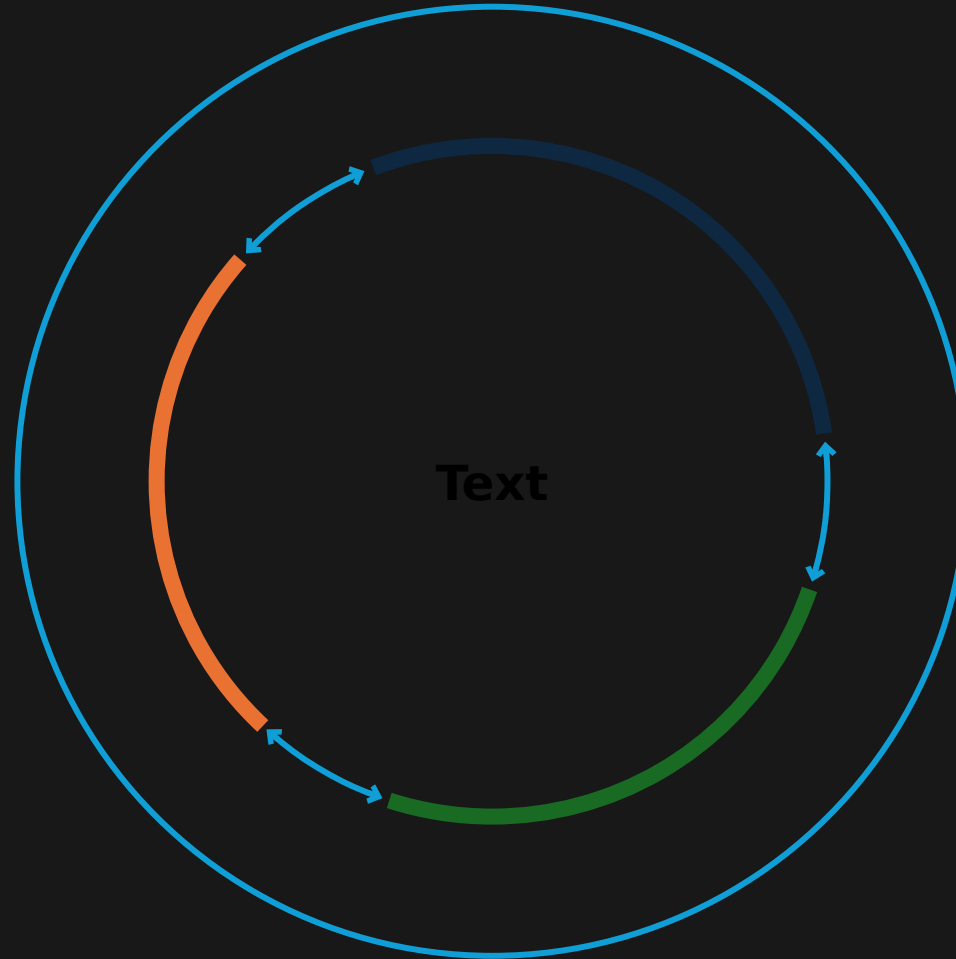
- Subtitle

Text

Text

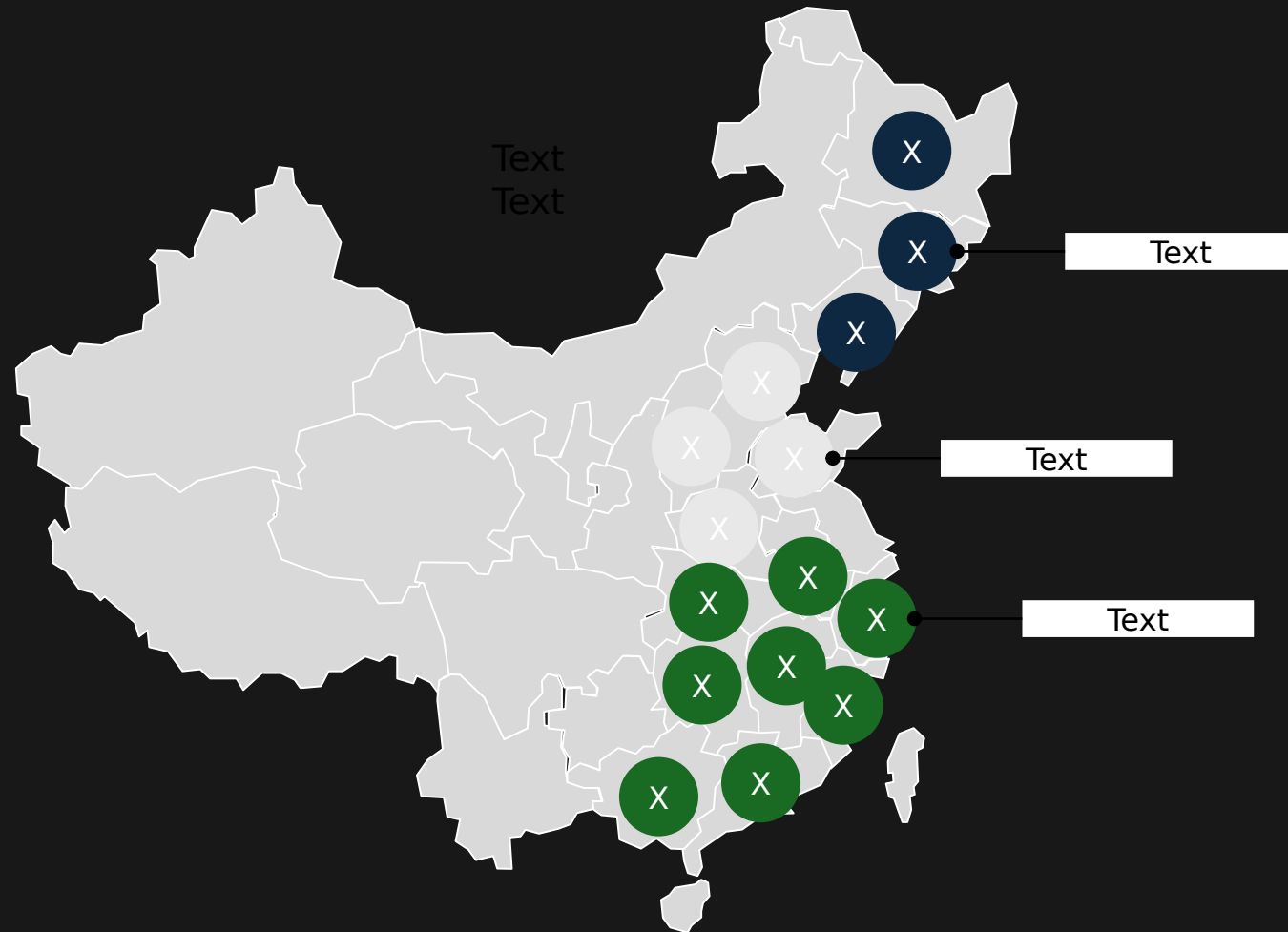
Text

Text



Template - Bubble map

- Subtitle



Heading 1

- Bullet 1
- Bullet 2
- ...

Heading 2

- Bullet 1
- Bullet 2
- ...

Heading 1

Heading

- Bullets

Heading 2

Heading

- Bullets

Heading 3

Heading

- Bullets

Heading 1

Heading 2

Heading 3

Heading

- Bullets

Heading

- Bullets

Heading

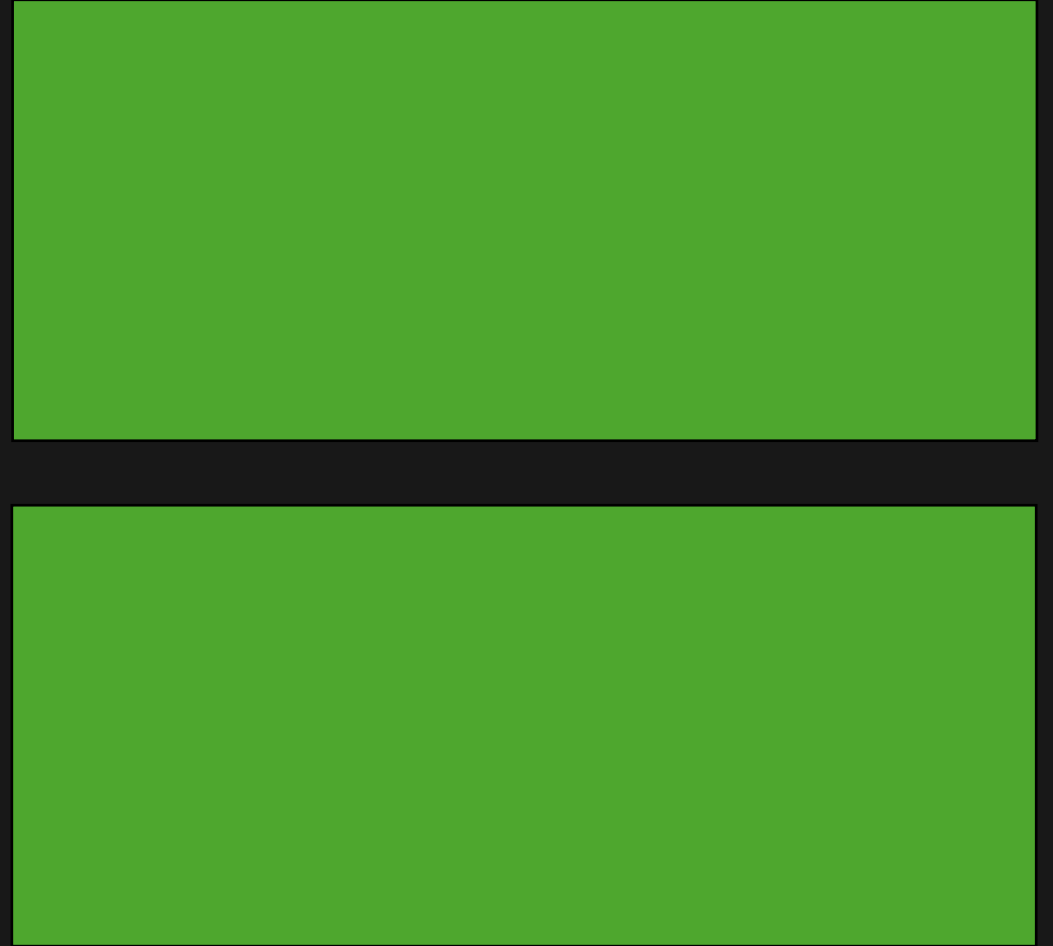
- Bullets

Case Study Slide

Context



Impact



Overview Slide

Sub-Topic

We have completed and finalized the following topics

- ✓ **Topic 1:** asdjlkasjdkjalsjdkjaslkdj
- ✓ **Topic 2:** asdjlkasjdkjalsjdkjaslkdj
- ✓ **Topic 3:** asdjlkasjdkjalsjdkjaslkdj
- ✓ **Topic 4:** asdjlkasjdkjalsjdkjaslkdj

Icons & Details



Xxxxxxx xxxxxx xxx
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xxxxxxx x xxx x xxx xx xxx x



Xx x xxxxx
X x xxxx x xxxxxx xxx xxxxxxxx
xxx xxxx x x



Xxxxxxxxxx xx
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xxxx xxxxxxxx Xx x xxxxxxxx xx



Xx xxxxxx x xxxxx
Xxxxx xxx xxxx xxxxx xx xxxx
xxxx xxxxxxx xxxxxxx



Xxxxxxx
Xx xx xxx xxxxxxxxxx xxx xxx xx
xxx xxxx xx xxxxx x



Xx xxx xxxxxxxxxx
Xx xx xxxx xxxxxxxxxx xxxxx
xxxxxxxxxxx x

Two Column Slide

White

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black

Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.

Three Column Slide

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

Big Takeaway Slide

Big Takeaway

Slide 2

Description

To change Background, right click anywhere and select “format background” and then insert or click clipboard (to paste an image you copied)

Picture source

Insert...

Clipboard

Big Takeaway

Slide 2

Description

A low-angle, upward-looking photograph of several tall skyscrapers in a city, creating a sense of height and scale. The buildings are dark and silhouetted against a lighter sky. The perspective is from the ground looking up, with the buildings converging towards the top of the frame.

Big Takeaway

Slide 3

Description

Takeaway Boxes

XXXXXX

- XXXXXX

XXXXXX

- XXXXXX

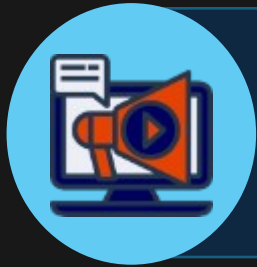
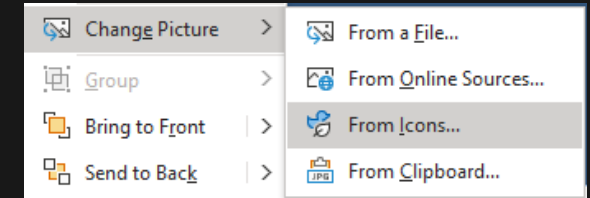
XXXXXX

- XXXXXX

Takeaway Boxes w. icons

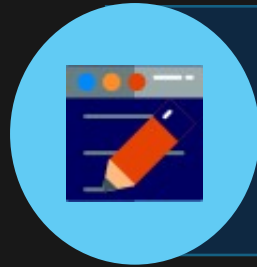
To change
icons,
right click
and follow

=>



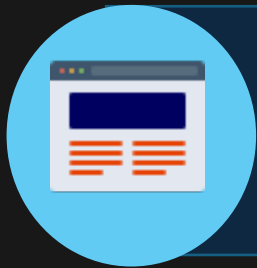
Topic 1

- **Header:** Detailed description
- **Header:** Detailed description
- **Header:** Detailed description



Topic 2

- **Header:** Detailed description
- **Header:** Detailed description
- **Header:** Detailed description



Topic 3

- **Header:** Detailed description
- **Header:** Detailed description
- **Header:** Detailed description

Takeaway Boxes

XXXXXX

- XXXXXX

XXXXXX

- XXXXXX

XXXXXX

- XXXXXX

XXXXXX

- XXXXXX

XXXXXX

- XXXXXX

Numbered Points

1

- Key point 1
- Key point 2

2

- Key point 1
- Key point 2

3

- Key point 1
- Key point 2

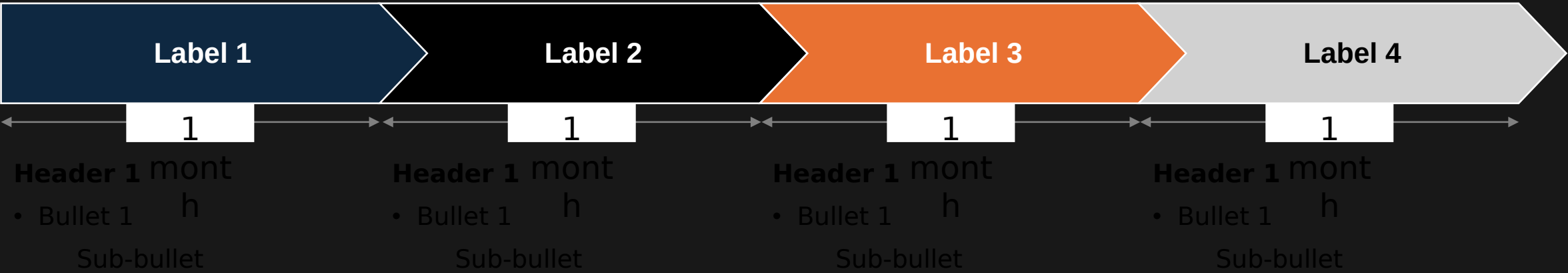
4

- Key point 1
- Key point 2

5

- Key point 1
- Key point 2

Process Slides With Timelines

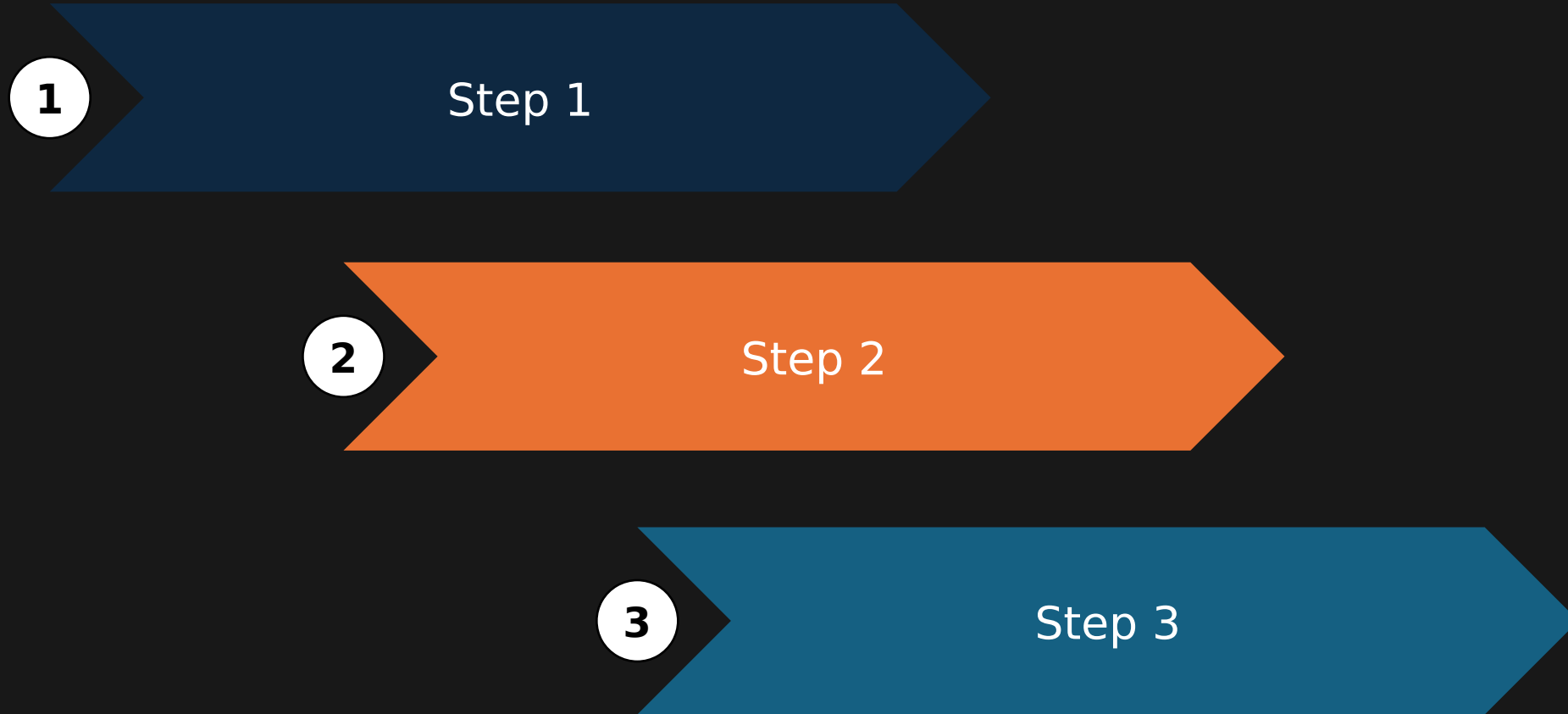


Process Slides

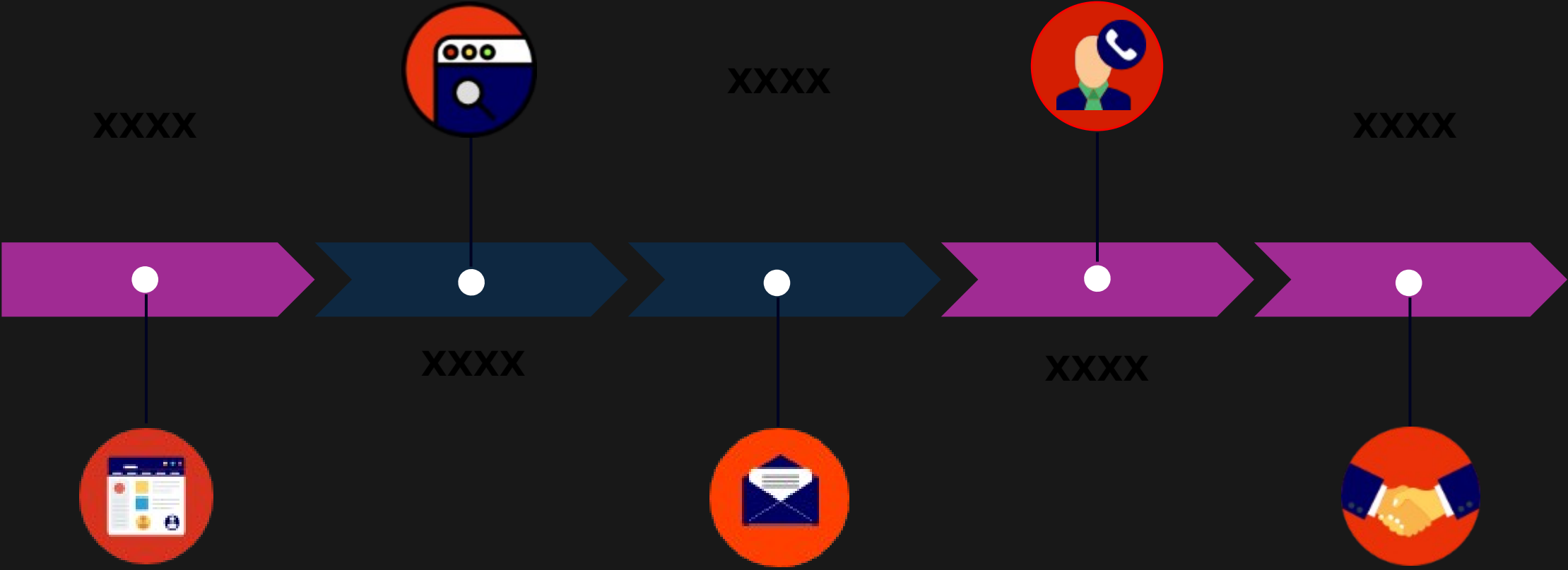


- | | | | | | |
|---|---|---|---|---|---|
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hsdjkhjksahdljkf
hjkaslhdhfkjhasjkl
dfhjkashjkdfhklsh
djkhf• Sadfhasjkdhfjkas
hdjkhjcashdjkhfj
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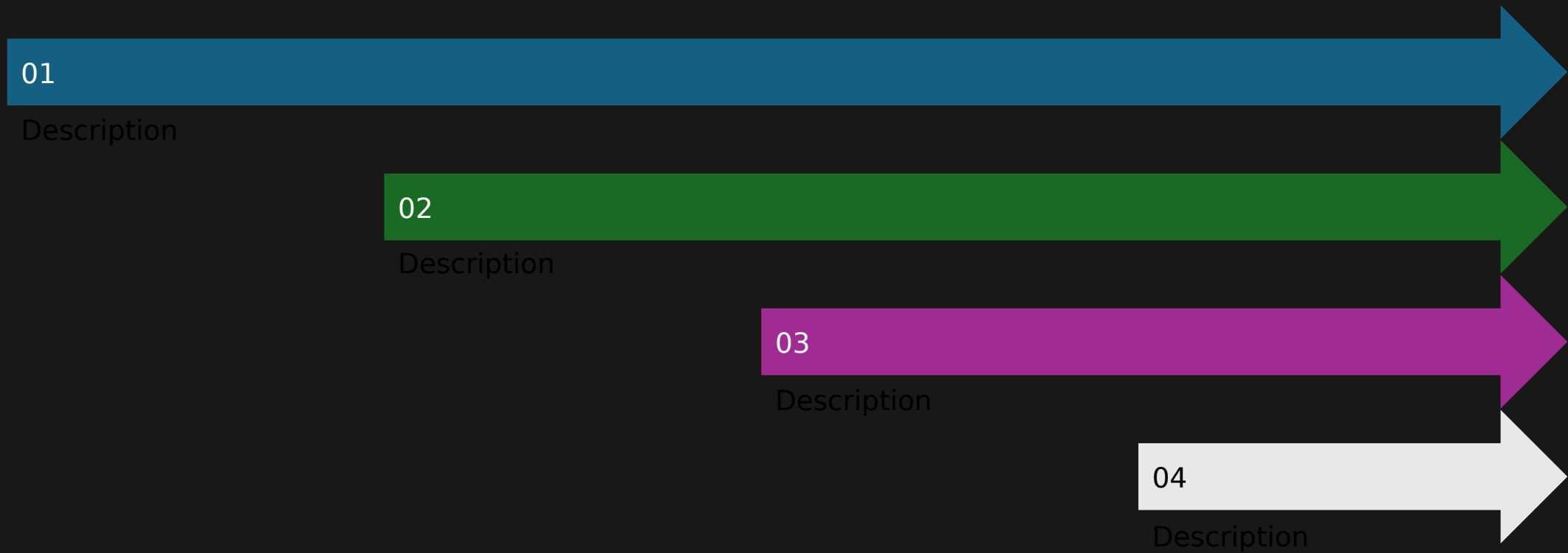
Process and/or Recommendation Steps



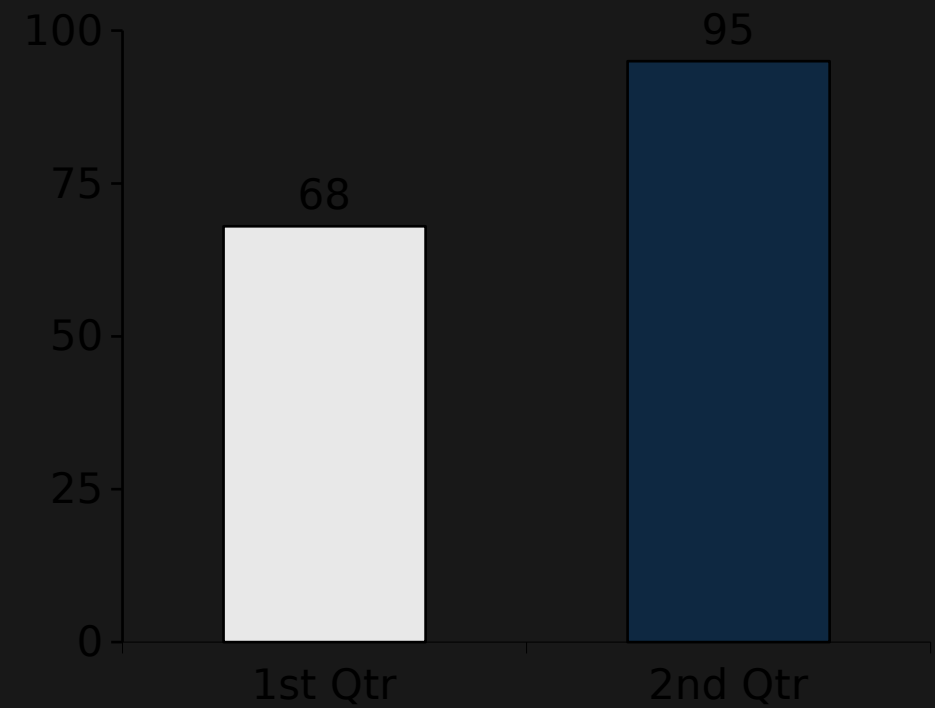
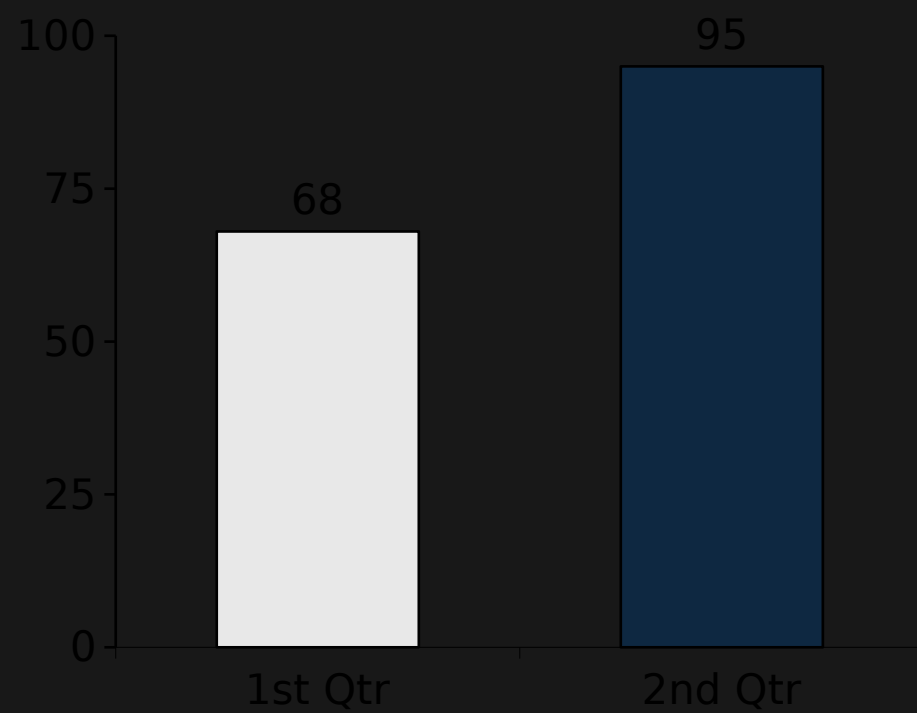
Process Outline



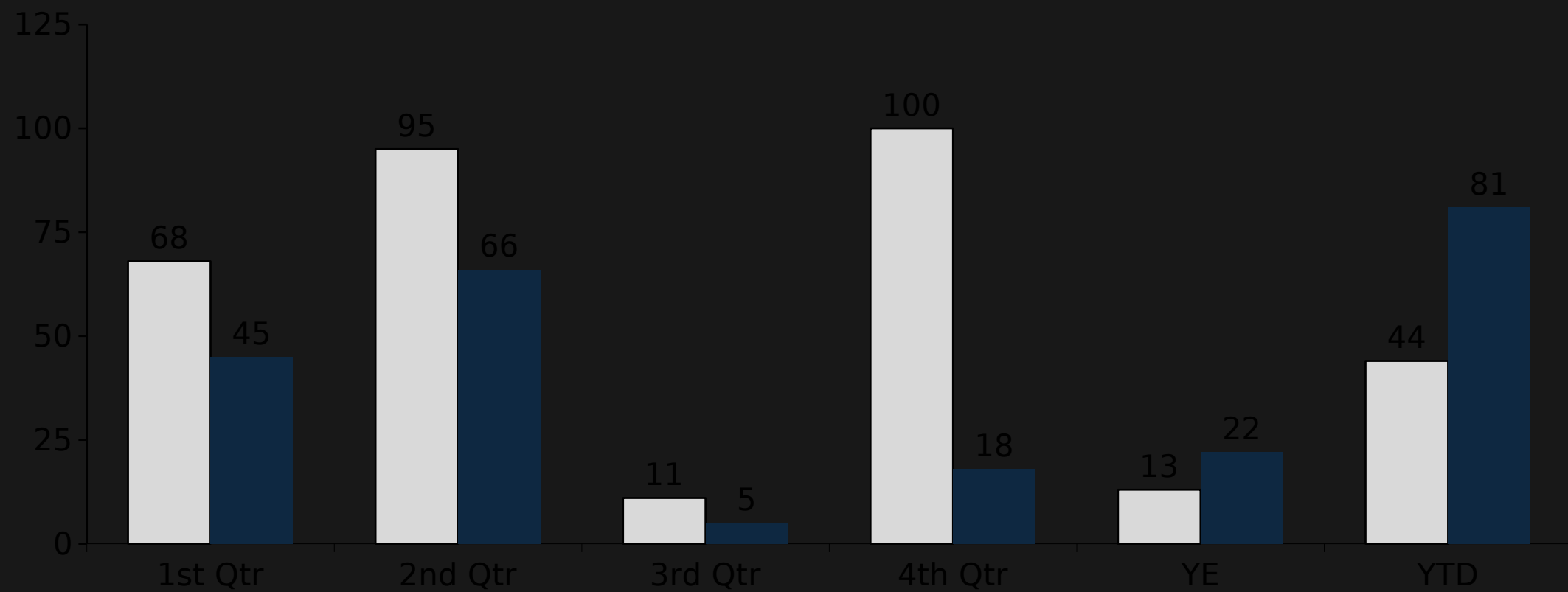
Process Steps



Two column graphs (before and after)

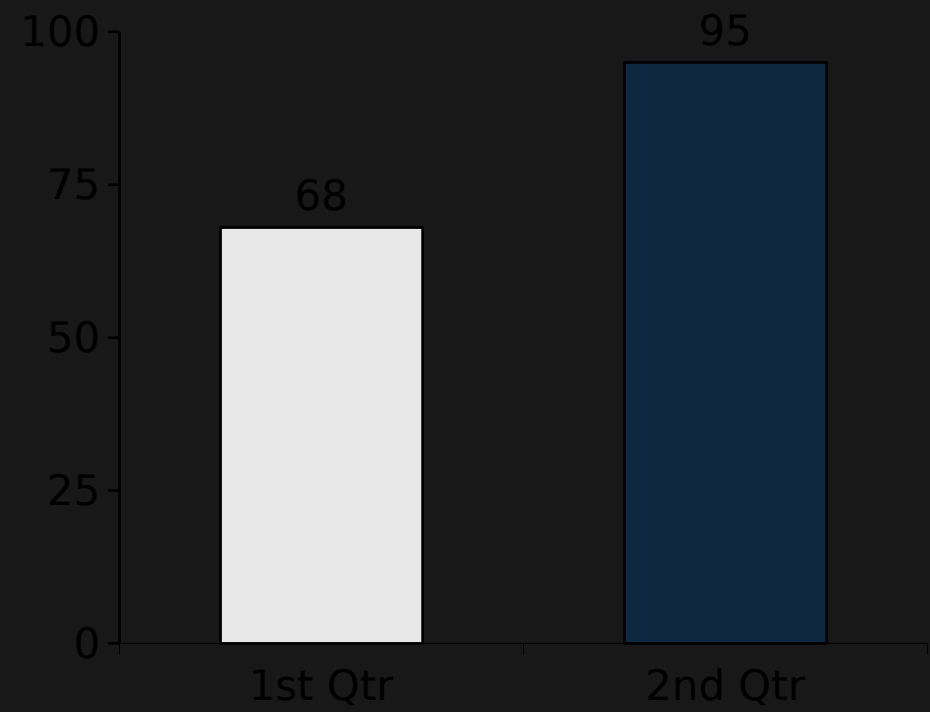


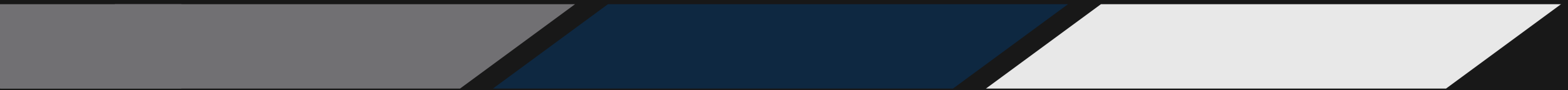
Comparison Of Two Different Groups



Insight + Column Graph

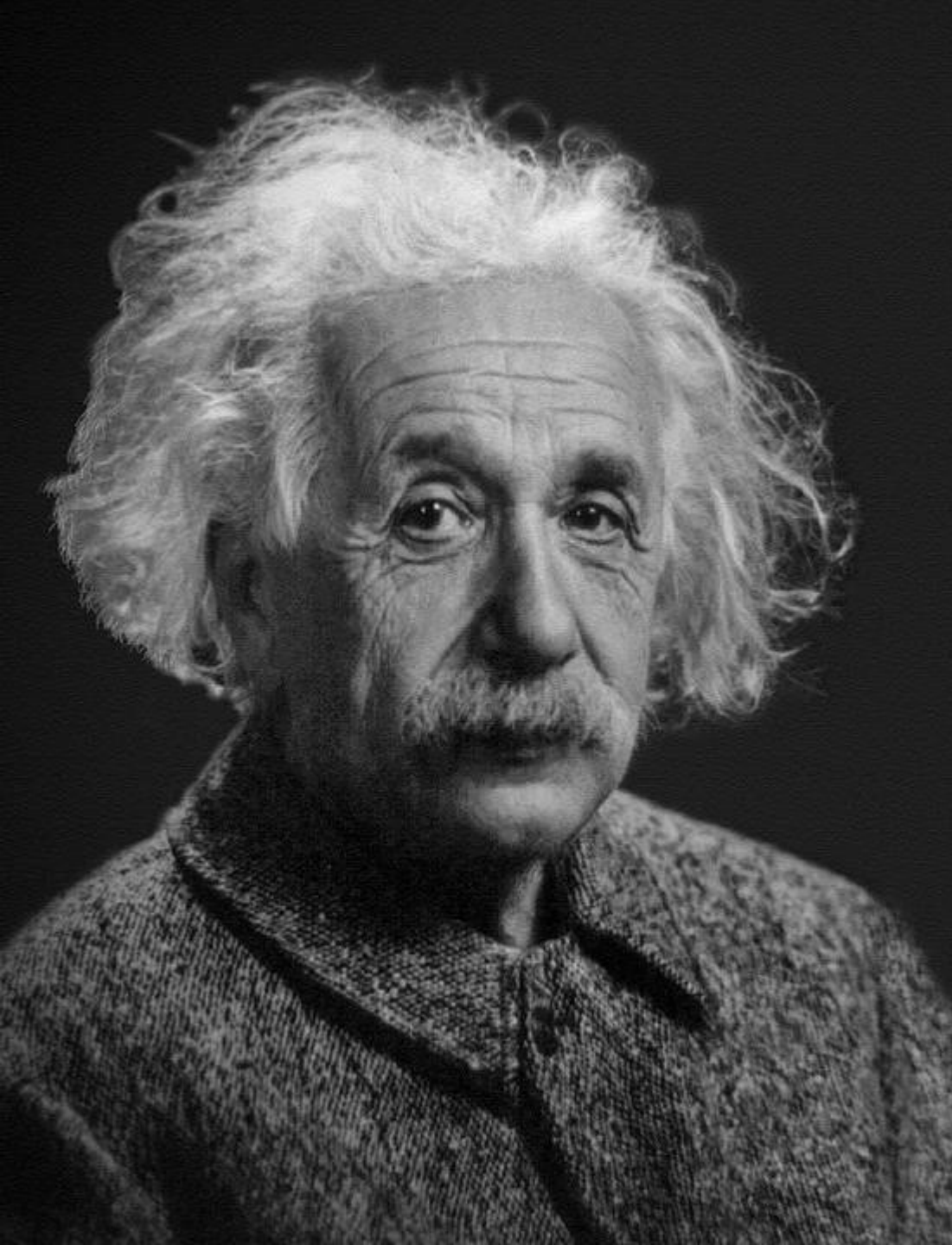
Heading 1
Header 1 - Bullet 1 - Sub-bullet





“

“

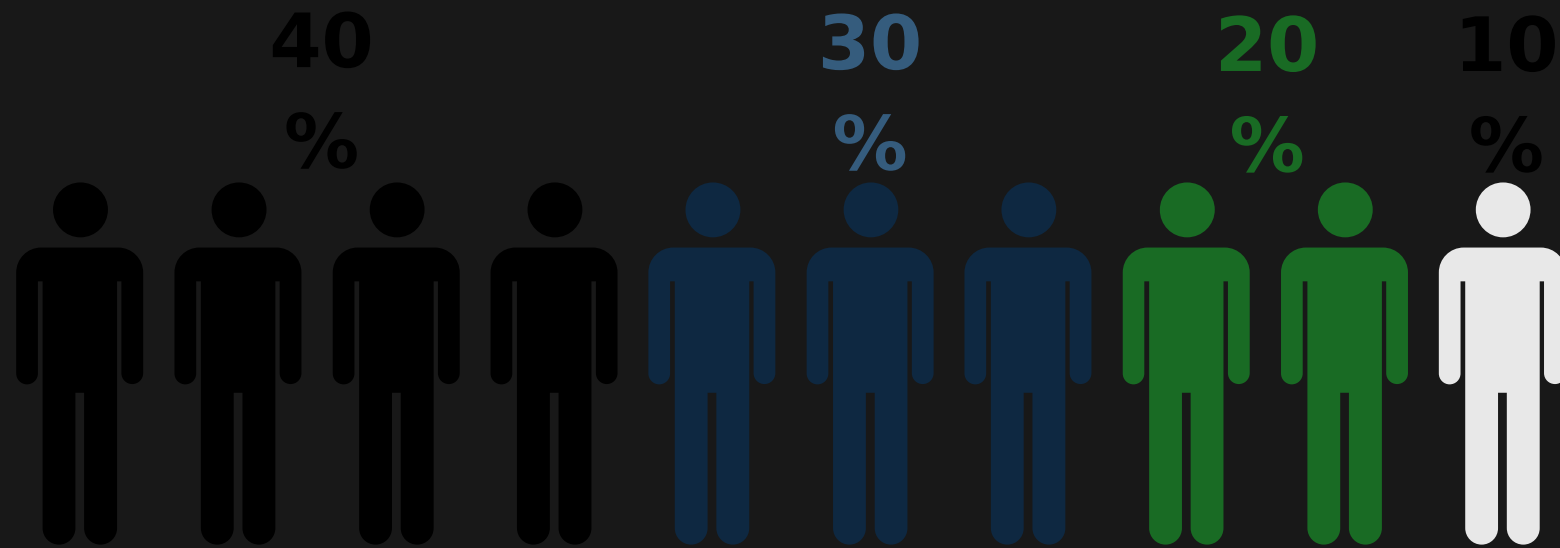


“

Out yonder there was this huge world, which exists independently of us human beings and which stands before us like a great, eternal riddle, at least partially accessible to our inspection and thinking. The contemplation of this world beckoned like a liberation...

- **Albert Einstein**
- **Theoretical Physicist**

- Icons & Other Visuals



LOREM

IPSUM

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LOREM

IPSUM

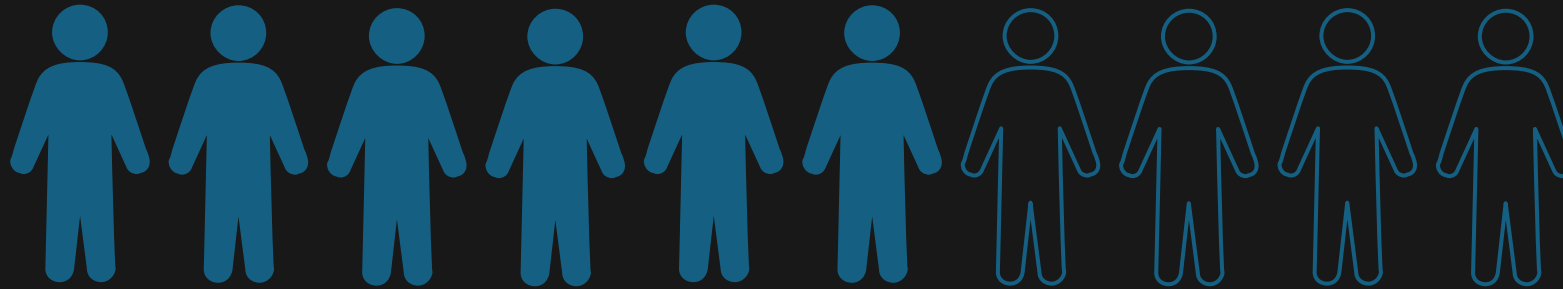
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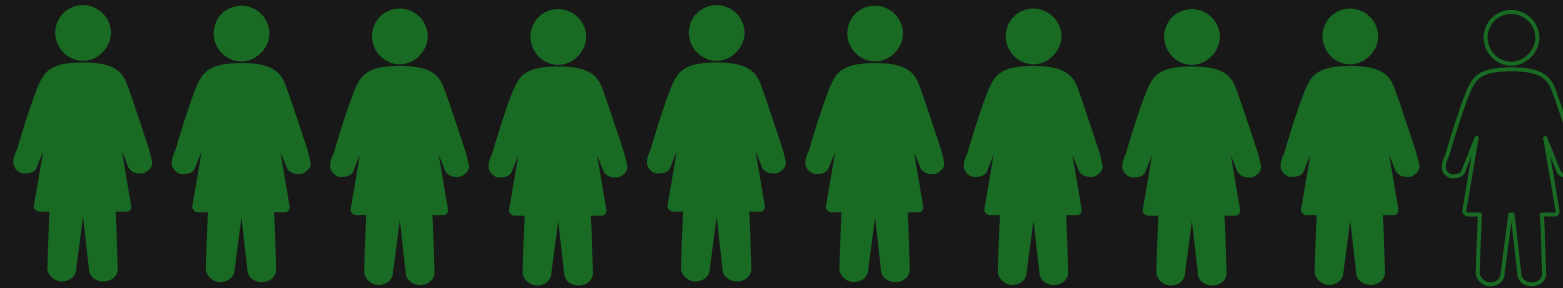
IPSUM

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dolor sit amet,
consectetur
adipiscing elit.

People counting slide



6 of 10
Xxxxxx xxxxxx x xx



9 of 10
Xxxxxx xxxxxx xxx xx

People quote slide

Asdasdkl;
sadjlkasd
asdjklasnd aksdn
asdkmas dkaljsd

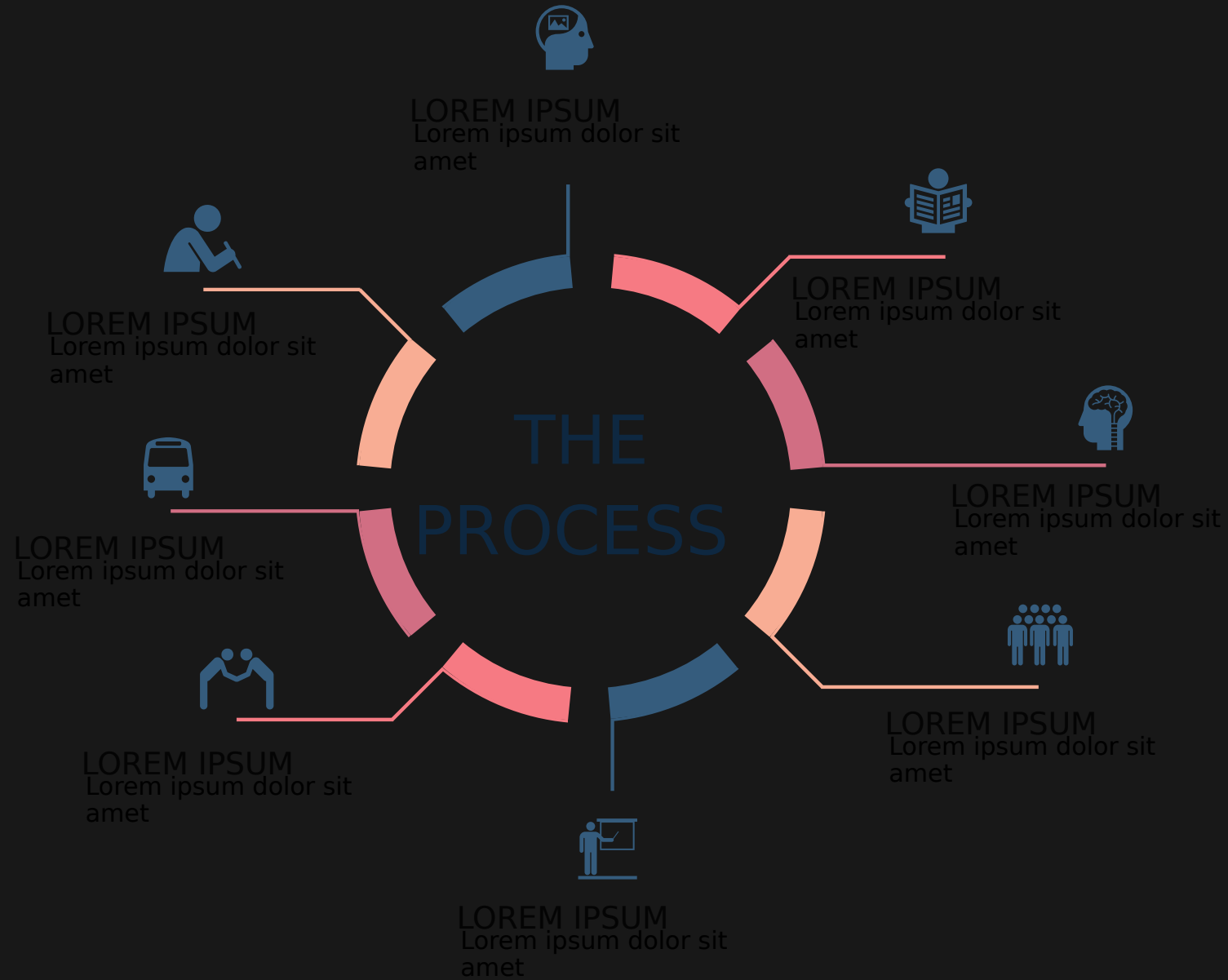


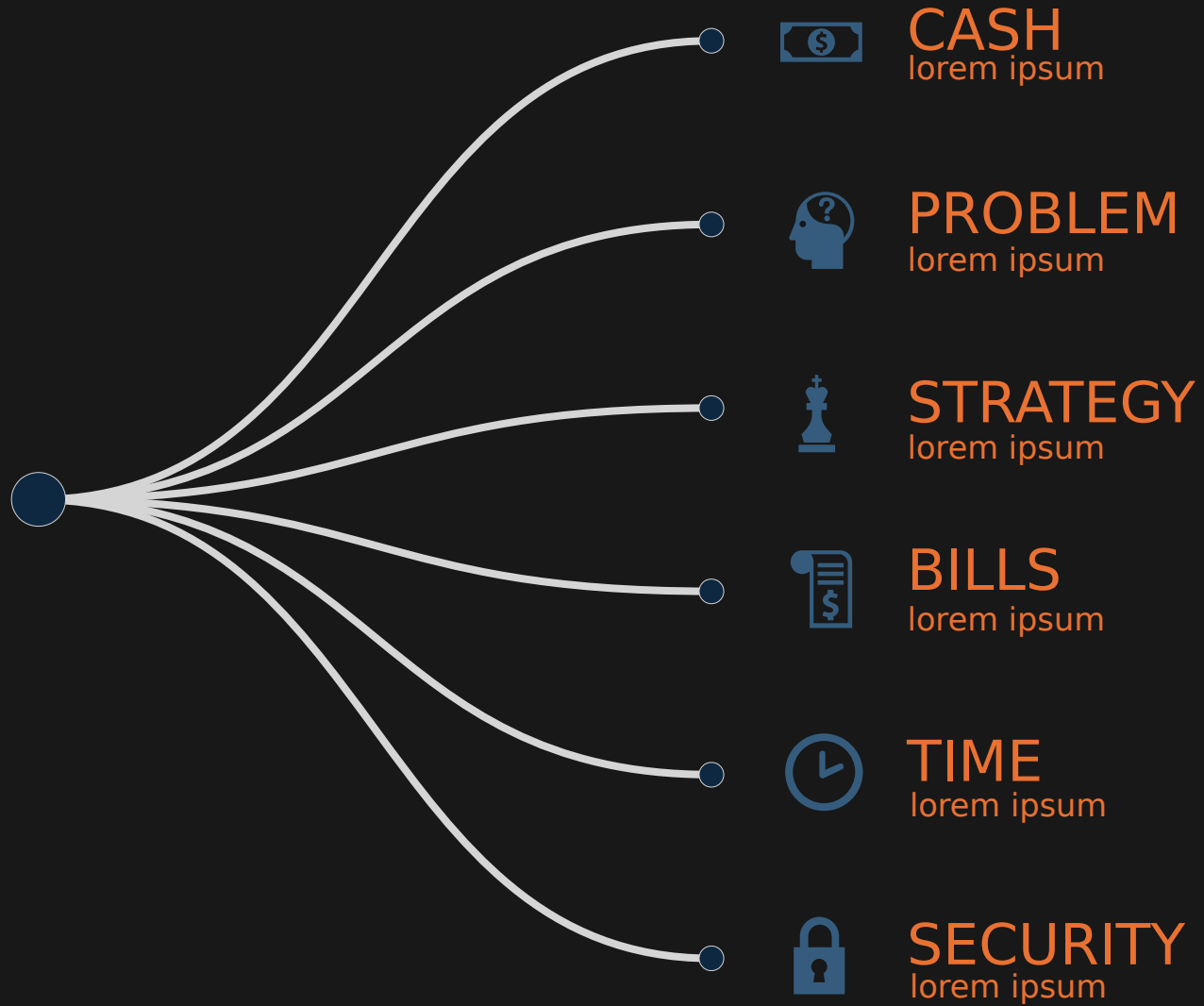
Asdasdkl; sadjlkasd
asdjklasnd aksdn
asdkmas dkaljsd



Asdasdkl; sadjlkasd
asdjklasnd aksdn
asdkmas dkaljs

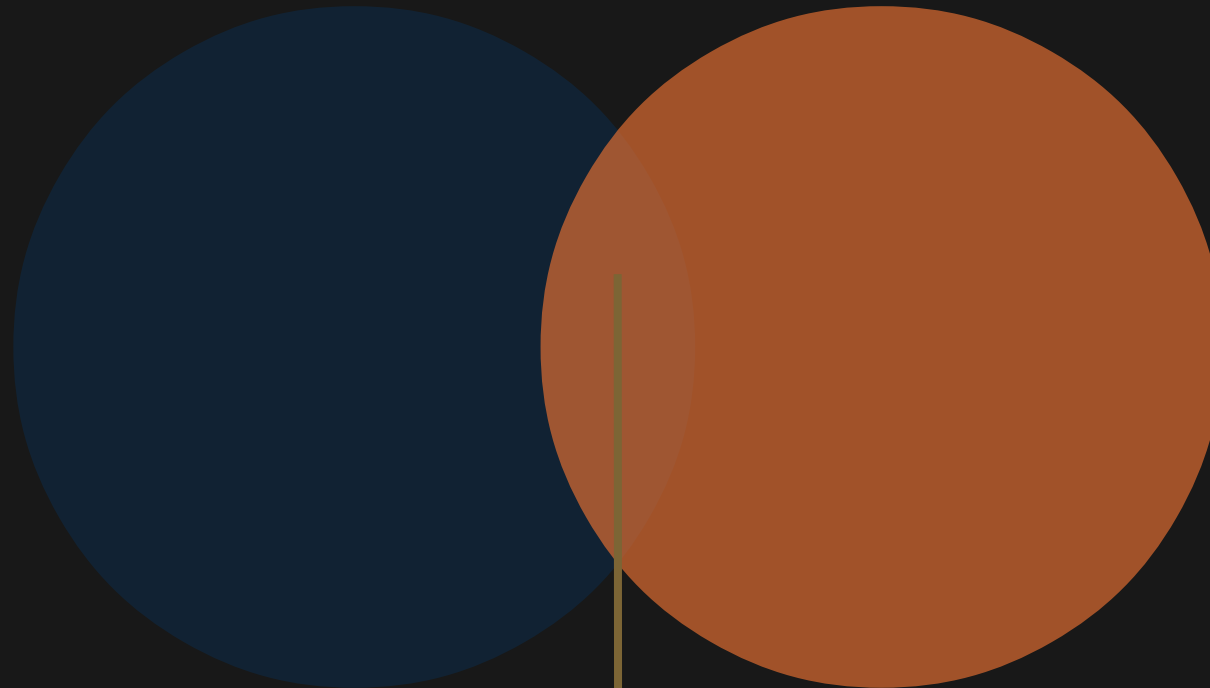








MARKETING



SOCIAL
MEDIA



BLOGGING



strategy

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security

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tools

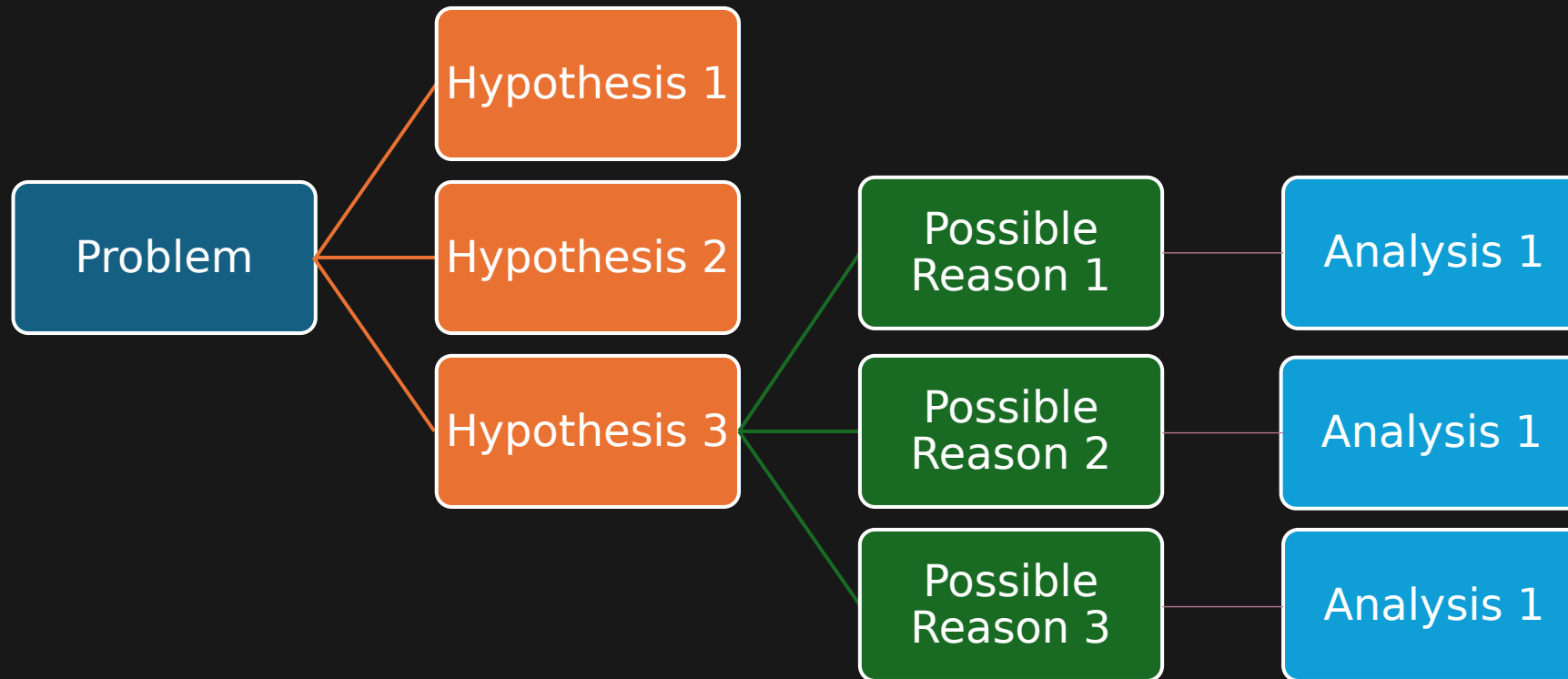
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consectetuer
adipiscing elit.

balance

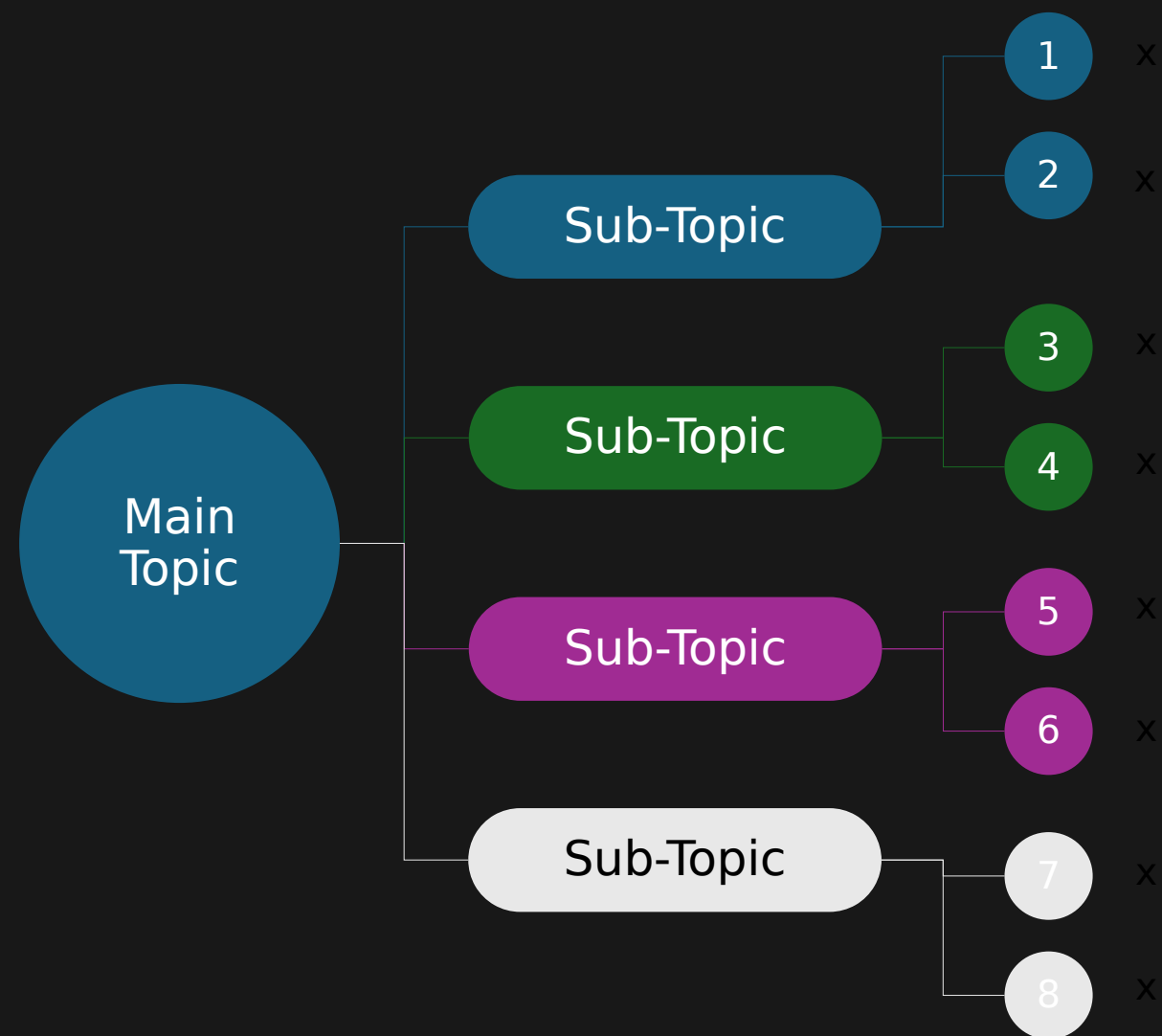
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sit amet,
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adipiscing elit.

Issue-Tree Analysis

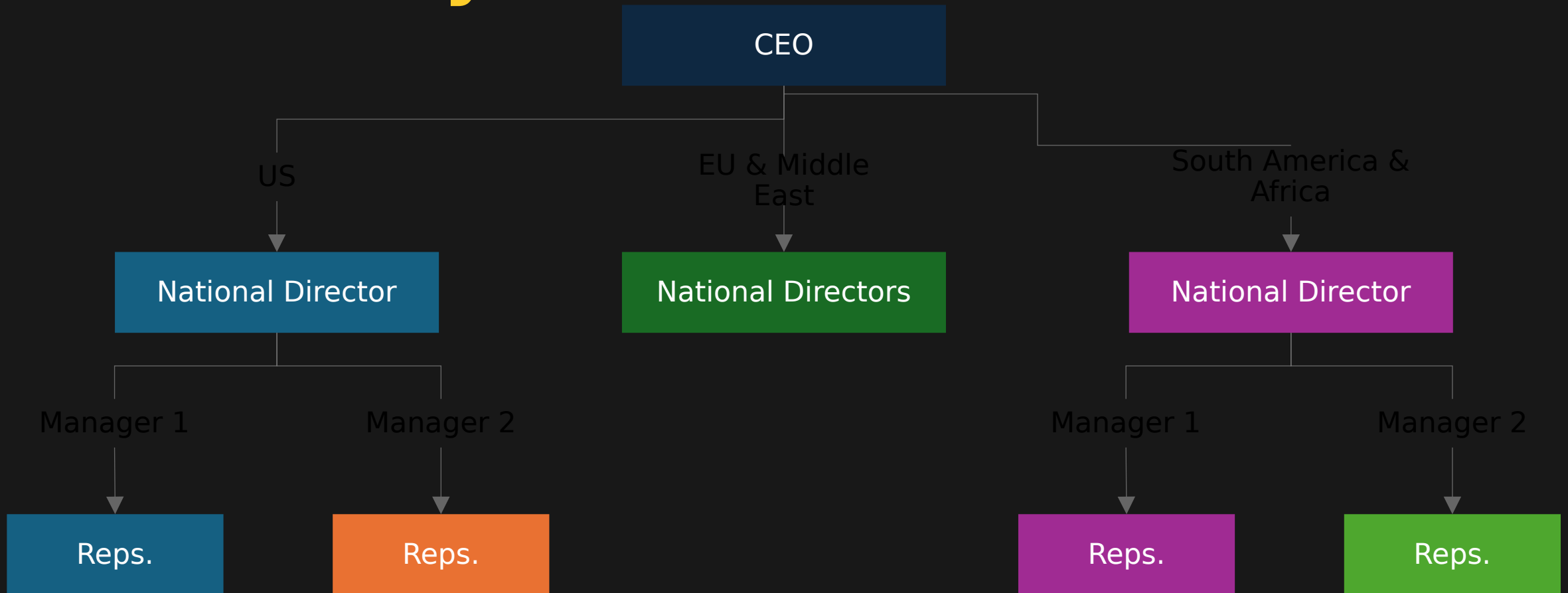
- An issue tree can help frame a problem and the potential scope of a case at the beginning of an engagement. It can also be a way to determine where to focus



Hierarchy / Issue Tree



Hierarchy



Hierarchy

