WINGSTOP LEARNING

Flavor Champions Program

Module 01

Communication and Emotional Intelligence

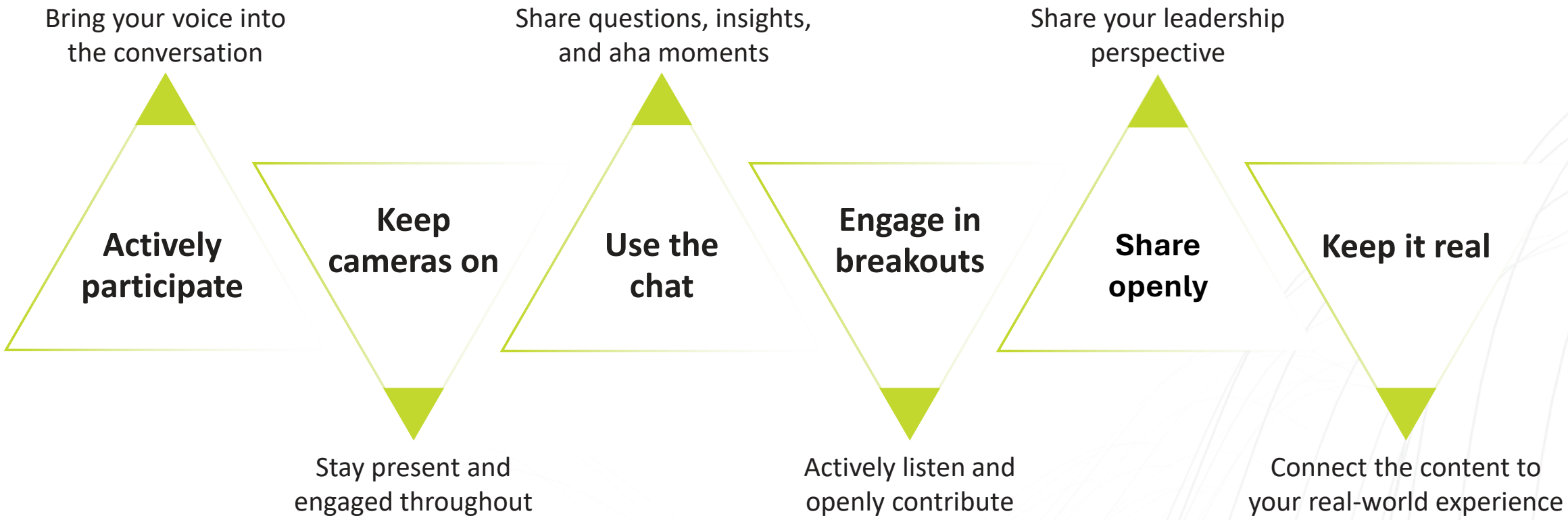
Session Duration: 90 min



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Setting Ground Rules

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Agenda

- Strengthen communication skills to drive alignment and Team performance
- Apply emotional intelligence to foster trust and navigate Team dynamics
- Practice strategies to resolve conflict, lead under pressure, and strengthen relationships

Your Take on Leadership Success: Activity 1

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Which statement resonates more with you as a Wingstop DM?



Statement A

Mastering clarity and conciseness in communication drives 80% of a leader's success.



Statement B

Leaders with high emotional intelligence reduce turnover and build more resilient Teams.

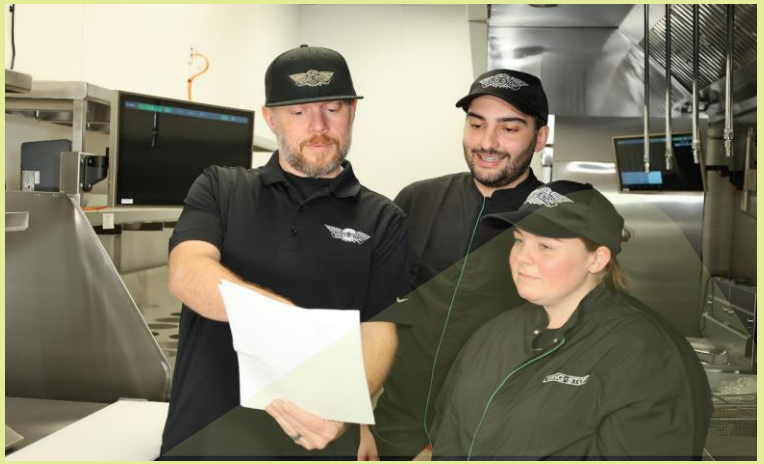
*Type **A** or **B** in the chat and share why, if you would like!*

Importance of Communication and Emotional Intelligence



Managing Across Restaurants

- Lead Teams across Restaurants
- Align efforts toward shared goals
- Drive accountability



Motivating and Influencing Teams

- Build trust
- Keep Teams focused
- Improve performance



Fostering Trust and Collaboration

- Create psychological safety
- Strengthen relationships
- Increase collaboration
- Deliver better results
- Drives Wingstop Way culture

Section 1 of 5

Foundations of Communication and Emotional Intelligence



Reflecting on Your Leadership Style: Activity 2

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Take a moment to reflect:

- What is your biggest communication challenge as a DM?
- What situations tend to test your emotional control?
- Which emotional intelligence or communication skill would you like to strengthen?



Unmute and speak or type your responses on chat.

Link Between Communication and Emotional Intelligence in Leadership

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Self-awareness

Helps recognize how emotions shape communication and leadership presence



Relationship Management

Uses communication to build trust, influence, and alignment

Self-regulation

Supports calm, constructive communication even under pressure

Empathy

Enables you to listen actively and adapt your message to suit others

Section 2 of 5

Skills for Effective Communication



Resolving a GM–AGM Conflict: Activity 3

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Scenario:

There is rising tension between a high-performing GM and a recently promoted AGM. Lately, the AGM has been missing key updates and not following through on shift responsibilities. The GM, frustrated at this change in performance, now communicates all information directly to the Team themselves, leaving the AGM feeling dismissed and ignored. Dissatisfaction scores increased this month and the Team is unclear on who is in charge.

Discuss:

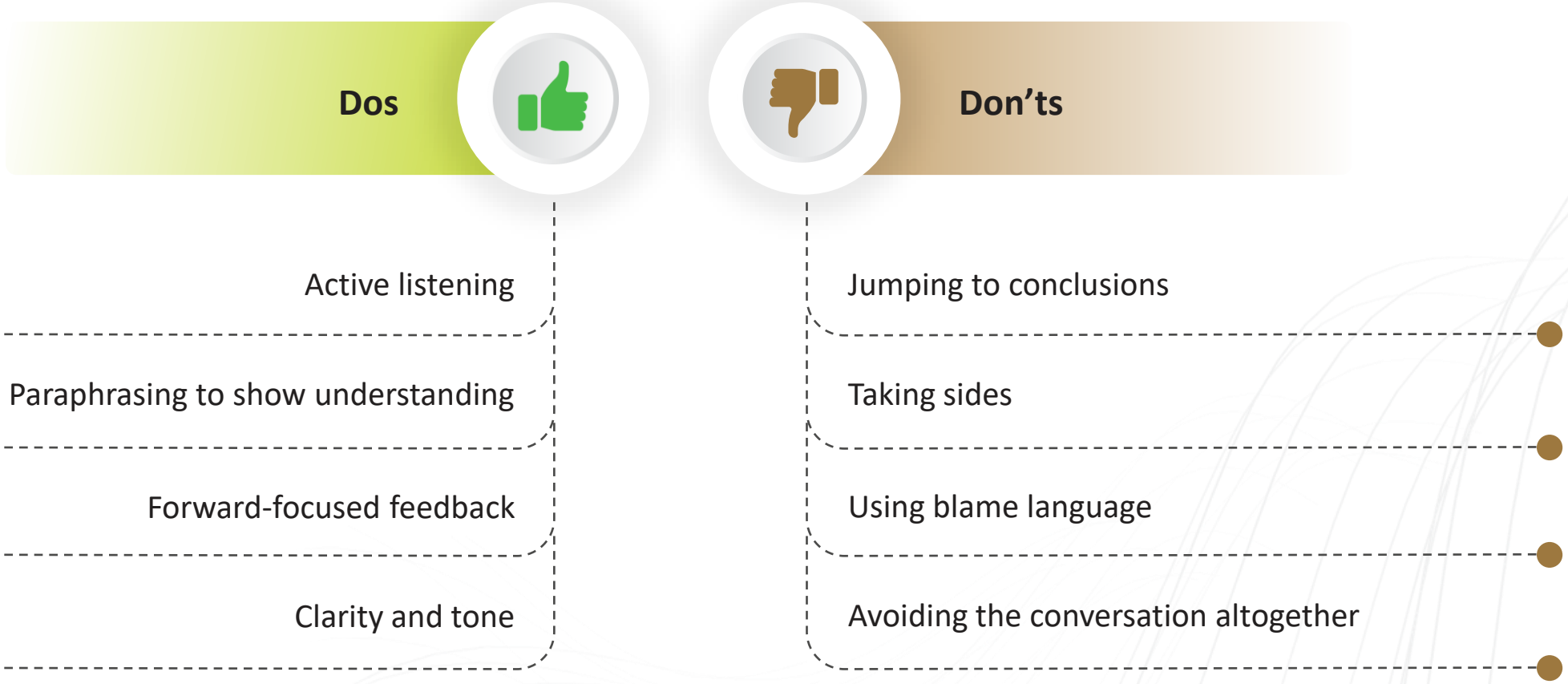
- **Which communication skill(s) would help resolve the conflict?**
- **What would you say or do to move the conversation forward?**
- **Which approaches would you avoid?**



Strong Communication in Action

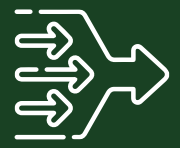
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Communication Skills That Shift Conversations



Core Communication Skills

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Clarity and Simplicity

- Be simple and direct
- Avoid fluff and jargon



Questions and Active Listening

- Show genuine curiosity
- Ask questions
- Listen without interruption



Nonverbal Awareness

- Keep a calm tone
- Keep an open posture
- Keep steady eye contact



Constructive Feedback

- Focus on actions
- Use the “Feedback Sandwich” tool

Clear or Confusing: Activity 4

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Identify whether the statements are **Clear** or **Confusing**.

Please update the FOH schedule by 3 PM Friday and flag any gaps.

CLEAR

Specific, time-bound, and actionable

We'll revisit the ops metrics soon. Let's circle back when that gets sorted.

CONFUSING

Vague timeline, unclear who "sorts it"

Great job on the promo launch. Smooth execution and Team energy was on point!

CLEAR

Positive, specific praise with context

This needs fixing. Don't let it happen again.

CONFUSING

No clarity on what "this" is or how to fix it

Let's meet at 2 PM to review prep issues from last night and agree on next steps.

CLEAR

Focused, constructive, and forward-looking

Shift issues again last night. We can't keep missing the mark.

CONFUSING

Generalized blame without specifics or direction



We will reveal the correct answers and rationale.
If time permits, we will rework the confusing ones together!

Section 3 of 5

Components of Emotional Intelligence



Leading a Rollout Under Pressure: Activity 5

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Scenario:

A new company-wide rollout is underway, and you are leading it across your district. Two high-performing GMs push back, citing overload. On the kickoff call, one says, “This feels like another top-down push.” You are already frustrated after resolving issues at multiple Restaurants earlier that day.



Discuss:

- **Where might emotional triggers surface?**
- **What self-regulation strategies could help?**
- **How can staying calm influence outcomes?**

Emotional Intelligence in Action

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Emotional Intelligence Strategies That De-escalate Tension



Dos

- Pause and breathe before responding
- Name your emotion internally (e.g., “I’m feeling frustrated”)
- Acknowledge others’ concerns without taking them personally
- Redirect the conversation towards shared goals



Don’ts

- React emotionally or defensively
- Dismiss concerns or say “We don’t have a choice”
- Make assumptions about intent
- Let frustration show through tone or body language

Core Components of Emotional Intelligence

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Self-awareness

- Notice your emotional triggers
- Understand their impact on tone and decisions



Self-regulation

- Pause before reacting
- Respond with reflection and calm



Empathy & Perspective-taking

- See it from others' view
- Support with care and relevance



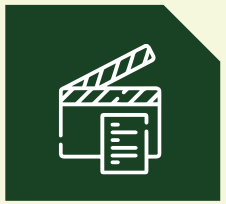
Relationship Management

- Build trust through consistency
- Communicate with emotional presence

Supporting a Team Member: Activity 6

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How might your Team member feel and what can you do to help?



Scenario:

A long-time Shift Leader has recently started arriving late and missing key updates. When you ask about it, she mentions her father's health is declining and she is trying to manage hospital visits. Performance has slipped, and the Team is starting to notice.

Emotional Hurdle	Supportive Leadership Response
Stress/Overwhelm	Set short-term goals with check-ins
Guilt about letting Team down	Schedule a private 1:1 for open communication
Uncertainty/Anxiety	Acknowledge her commitment and offer reassurance
Isolation	Ensure psychological safety and confidentiality
Fear of being judged	Offer flexible scheduling for the next two weeks

Section 4 of 5

Leading Through Conflict and Pressure



De-escalating Tension During a Crisis: Activity 7

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Scenario:

A severe weather event causes Team members to call out, while delivery orders continue to come in. You ask two nearby GMs to help, but one is also short-staffed and frustrated, while the other pushes back, saying it's not their responsibility.



Discuss:

- **How can the DM acknowledge each GM's concern while reinforcing shared goals?**
- **What emotional intelligence and communication strategies can de-escalate this situation?**
- **How would you lead this conversation to preserve trust and Teamwork?**

Leading Through Crisis In Action

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Emotional Intelligence Strategies to Lead Through Pressure



Dos

- Pause and create space before responding
- Acknowledge stress without absorbing it
- Validate each GM's concern with empathy
- Align the Team by refocusing on shared outcomes



Don'ts

- React from frustration or urgency
- Dismiss resistance with phrases like "Just make it happen"
- Escalate the tone or match defensiveness
- Ignore the emotional undercurrent driving the tension

Communicating Under Pressure: Activity 8

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Scenario:

It’s peak lunch hour and there have been multiple equipment malfunctions since morning. The Restaurant has a newly trained GM. A guest is frustrated. The line is long. The DM is looped in.

Challenge:

What should the DM communicate to:

- **The GM?**
- **The frustrated guest?**
- **The Team?**

Stay calm, clear and composed to strike the right tone under pressure.



How Key Competencies Shape Leadership in High-Pressure Moments

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Conflict resolution calms tension and refocuses the Team on shared goals.

Emotional self-regulation sets the tone for calm, thoughtful leadership.

Crisis communication builds trust with clear, timely, and steady messaging.

Leadership under pressure means modeling composure and solution-focus.

Section 5 of 5

Turning Learning into Leadership



How Today's Takeaways Elevate Your Leadership



Clarity Builds Trust

Clear, consistent communication and active listening create alignment and foster trust across Restaurants and Teams.

How Today’s Takeaways Elevate Your Leadership

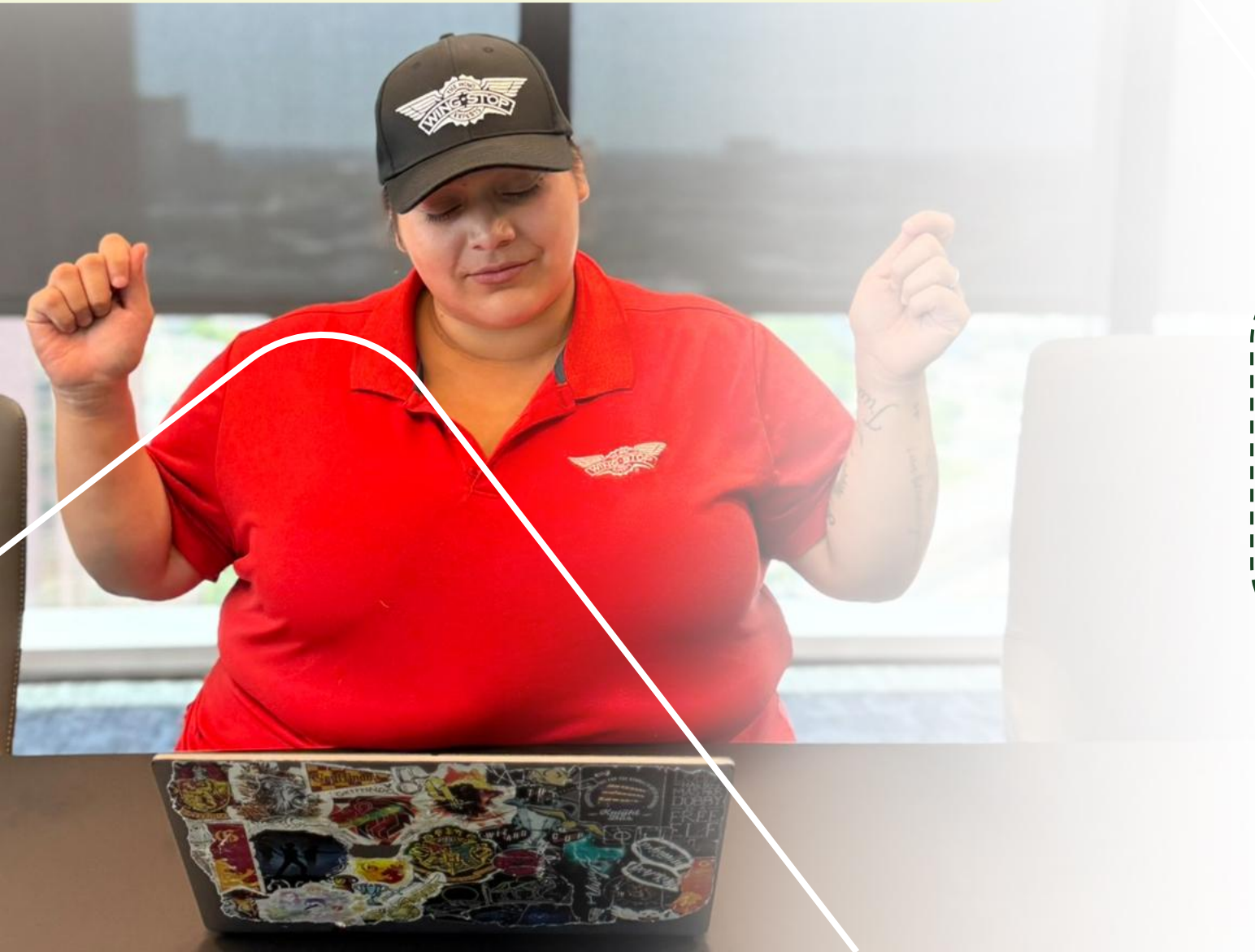
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Emotional Intelligence Drives Success

Self-awareness, empathy, and emotional regulation enable you to lead with professionalism, foster stronger relationships, and navigate challenges with confidence.



How Today's Takeaways Elevate Your Leadership



Composure Shapes Morale

In high-pressure moments, your ability to remain composed has a direct impact on the Guest experience, Team performance, and operational stability.

How Today’s Takeaways Elevate Your Leadership

Opportunity Knocks Daily

Every huddle, message, and shift walkthrough is a chance to model Wingstop’s leadership values and reinforce a culture of accountability and care.



One Takeaway to Lead By: Activity 9

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What is one insight, strategy, or mindset shift that stood out to you?

Unmute and speak or add your thoughts directly on the whiteboard.


INDIVIDUAL COMBOS
GROUP PACKS
WING COMBOS
WING GROUP PACKS - CLASSIC OR BONELESS
THIGH COMBOS
THIGH GROUP PACKS
TENDER COMBOS
FLAVORS
EXTRAS
SIDES & DIPS
SCAN TO ORDER NOW
FULL MENU
THICC AND JUICY THIGHS
SCAN FOR MENU
WING STOP
Thank you
for your attention!