

?KINDLE? ❄️ Eat Mor Chikin: Inspire More People Author S. Truett Cathy – Soccerjerseys- wholesale.co

Posted on 10 January 2018 By S. Truett Cathy

This book Eat Mor Chikin Inspire More People is such a good book if you enjoy two things, History and Business This book is very inspirational for anyone who is aspiring to start a business or even just simply finds business intriguing Truett Cathy the founder of Chick Fil A shares all of the good the bad and the ugly of running and starting the business He shares everything down to simple events where he brightened customers days Overall this book will not let you down no matter who you are If you want to see what it s like to start up a business because you feel that one day you could see yourself doing Or if you already are running a business and you want to see how Truett Cathy really got business moving this is the book for you Quick read Very interesting story Couple quotes I like A business neither fails nor succeeds, it s people that fail or succeeds and also, Take advantage of unexpected opportunities. My two wishes are that I had read this book sooner and that it was recently published. Lives can be changed if we say the right thing at the right time with the right spirit S Truett Cathy, Eat Mor Chikin, Inspire More People This book writes like an autobiography S Which is an abbreviation for his first name Samuel Truett shares how he started with his first restaurant to building a multi billion dollar business He also speaks to his philanthropic work with children in foster homes and his work as a Sunday school teacher Good counsel can be found in this book for anyone who is in business or is going into business. S Truett Cathy was the founder of Chick fil A In this book he tells his own story, with a primary emphasis on the founding and

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growth of the now famous fast food chain. It is a quintessentially American tale, as Cathy comes from humble beginnings in rural Georgia, works hard at a number of jobs, discovers an entrepreneurial instinct in himself and eventually finds success, all the while sticking true to his values. Rags to riches. The American Dream. In the midst of the personal and business stories, Cathy shares about his faith in God and describes how that sustained he and his family and business colleagues during some of the leaner times. He is unapologetic about his Christian beliefs and how those have influenced both his business and personal decisions. True confessions: I've never eaten at a Chick-fil-A, but I read a number of business books and I am a Christian. I am predisposed to appreciate Cathy for both his business success and his willingness to uphold his religious beliefs, e.g. keeping stores closed on Sundays. Unfortunately, I found some of his God talk a bit unsettling. Cathy's philanthropic instincts are strong and he and the company have done a number of wonderful things, especially for foster children, driven by what he feels are Biblical mandates. However, Cathy writes as if he has rarely if ever had a moment of doubt or hesitation. His conviction that he is right extends not only to his faith in God, but also to how that faith dictates that he act in the larger world. There is little humility, especially in the latter stages of the book. Perhaps this is just a symptom of the journey I have taken in my own faith, but I can't imagine being so sure of every action that I would be as presumptive as Cathy seems to have been with some of his choices. I couldn't help feeling that the late Mr. Cathy must have had some significant personal blindspots. There are times when his confidence in his rightness led him to actions that I felt were not just wrong-headed but downright cruel. In the end, this significantly hampered my enjoyment of this book. Nonetheless, the story of Chick-fil-A is impressive and there are some interesting twists and turns along the way. If you're a big fan of the chain, you might enjoy this. If you're not already interested in Chick-fil-A, I'd probably stay away. An inspiring portrait of an influential and Godly man. Someone loaned this book to me over a year ago. It has sat on my shelf. I finished it tonight after reading some each evening the past week. I've given the book 5 stars not because it is a literary masterpiece. But because it has some wonderful life lessons in it. Hard work, loyalty to

A Little Princess

Les Misérables

The Call of the Wild

To Kill a Mockingbird

The Chronicles of Narnia

Jane Eyre

Little Women

The Great Gatsby

The Handmaid's Tale

The Little House
Collection

Hiroshima

The Giver

A Tree Grows in
Brooklyn

The Little White Horse

The White Mountains

The Martian Chronicles

Little House in the Big Woods

I, Claudius

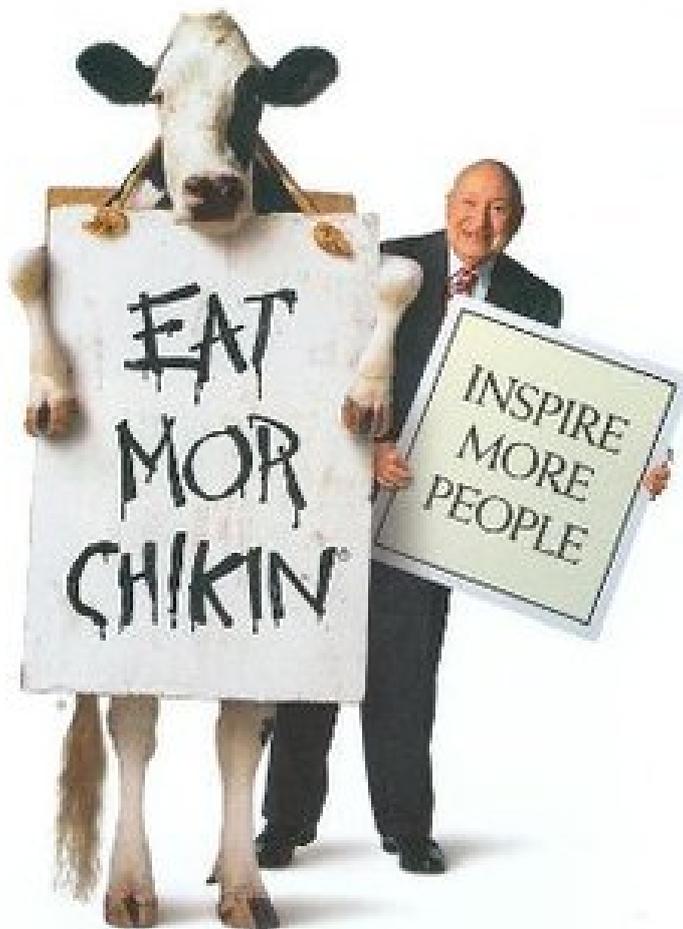
people, the ability to respond to opportunities, a devotion God all add up to success for for Truett Cathy He was named for a famous evangelist he is an evangelist in his own right A preacher that trumpets doing things the right way, responsibility, the value of your name I thought I was going to get the standard business plan with lots of numbers projections for future growth What I got was a moving powerful philosophy of one man s life In spite of countless hours building a business Mr Cathy also built a home From hard beginnings, he has created a food empire still manages to please his God One of the best chapters for me was the introduction of Winshape Kids the relationship of the Cathy family Berry College Some people talk about thing, while others get things done Hundreds of students children helped after a commitment to help It was inspiring Without bragging, Mr Cathy, details how he has helped or tried to help countless young people I would recommend this easy read Even though I worked for CFA, there was much here that I didn t know. Let me start by saying that I have never been to Chik fil a Never It s not that I wouldn t try it It is just that I have never chosen it when given options Needless to say I appreciate the Christian background of this restaurant I appreciate it that it is closed on Sundays I wish others would follow suit I couldn t help but feel throughout this book that Mr Cathy was just patting himself on the back for all that he has accomplished Don t get me wrong this man is amazing in what he has done but this book just felt a bit non humble to me When his two brothers are killed he spent a paragraph or two on the incident I would have spent an entire chapter or something It just felt cold I appreciate the work he has done for foster children He has definitely changed lives.Maybe someday I will actually go to a Chik fil a. There is probably no organization I respect than Chick fil A Truett Cathy, the founder of Chick fil A, who died in 2014, writes that the lesson of his life is to take advantage of unexpected opportunities and that the history of Chick fil A is a series of unexpected opportunities When they responded to them, they often found themselves richly blessed To take advantage of unexpected opportunities, you must leave yourself available These opportunities almost always carry with them the chance to be a faithful steward and to influence others positively He tells his life story beginning with being born in Eatonton,

Georgia in 1921 His nearly destitute parents left the rural life for better opportunities in Atlanta when Truett was three His father sold insurance policies and collected premiums, but never made enough from that work to support his family The Depression and his inability to support his family financially would affect him deeply He was very hard on his family and seemed to take joy in lashing out at his wife with his tongue Truett did not have a good relationship with his father, with neither of them ever telling the other that they loved them As a result, his mother, a hard worker, took in boarders Years later, Truett would use her concepts of marinating and cooking chicken when he developed the Chick fil A chicken sandwich Truett began selling Coca Colas door to door when he was eight years old He would later have a paper route, which he maintained until he went into the Army It was with his paper route that he first realized the importance of taking care of the customer, something that helped him when he got into the restaurant business After World War II, Truett and his brother Ben opened a restaurant called the Dwarf Grill later renamed the Dwarf House in 1946 From the beginning, the brothers chose to close on Sundays so that they could attend church, where Truett would also teach thirteen year old boys in Sunday School, something he would do for many years He writes that the key to their success was their commitment, indicating that when we re fully committed strange and unusual things happen Sadly, Ben and his other brother Horace, would die in a plane crash in 1949 Truett would marry Jeannette, who had a positive impact on his and their three children s spiritual lives A second Dwarf House would burn down After that, Truett would come up with a secret recipe for his famous chicken sandwich, which was initially sold through other restaurants Later, concerned about the consistent quality of the sandwiches, Truett would open his first Chick fil A restaurant, in a shopping mall in 1967 Their first standalone restaurant opened in 1986 and opened licensed restaurants on college campuses, business, hospitals, etc in 1992 Chick fil A is now one of the largest privately owned restaurant chains in the country He discusses the loyalty effect that has been created through a unique relationship with the Chick fil A operators Chick fil A s Corporate Purpose is To glorify God by being a faithful steward of all that is entrusted to us To have a positive influence on all

who come in contact with Chick fil A It was interesting to read about the successful 1995 billboard advertising campaign that introduced the Eat Mor Chikin Cows, that are now so associated with the organization Below are some of the philosophies or principles that make Chick fil A such a successful and respected organization One of the most important principles Chick fil A lives by is that the family of the operators must come first Loyalty begins with trust Truett s policy has always been to select trustworthy people, and then trust them Success in any relationship or endeavor begins with trust It s amazing how much you can accomplish when you trust the people around you and they trust you The most important job an operator has is selecting their people When we hire, we always look for people who work well with others Work habits and history are important Most people feel that this is than just a job They feel either a divine call or the satisfaction of a desire to make a difference in the world They feel a sense of significance A positive attitude is important Everyone from the operator to the newest hire must be willing to do any job in the restaurant prepare food, wash dishes, mop floors, clean restrooms Customers don t want surprises We give them what they expect when they come in consistent quality It is when we stop doing our best work that our enthusiasm for the job wanes We must motivate ourselves to do our very best and by our example lead others to do their very best To continue making a positive impact on the people around us, we must avoid complacency is all aspects of our lives Throughout the book, Truett shares many interesting stories He is passionate about his work with foster children and the WinShape Centre Sprinkled throughout the book are testimonies from several Chick fil A operators store owners about the principles of the organization affect the day to day operation of their restaurants. Truett Cathy Is A Real Life Horatio Alger Story He Grew Up In A Boarding House His Mother Operated, Where He Learned The Principles Of Hard Work, Fairness, Honesty, Loyalty, And Respect When He Opened A Small Restaurant In With His Brother Ben, He Put Those Principles To Work And Immediately Began To Experience Their RewardsTwenty One Years Later Truett Cathy Opened The First Chick Fil A Restaurant, Which Was Unique In America In Two Ways It Served The First Boneless Breast Chicken Sandwich, And It

Was The First Fast Food Restaurant To Operate In A Shopping Mall Today There Are Than , Chick Fil A Restaurants With Than Billion In Sales Annually Truett Cathy Has Achieved His Success While Living The Life Of A Servant Leader From The Age Of Eight, When He Iced Down The Cokes He Was Selling At His Front Yard Drink Stand And Saw The Resulting Growth In Sales, He Has Sought Ways To Please Customers That Attitude Is Evident Today At Each Chick Fil A Restaurant, Where Operators And Team Members Have Been Inspired By The Founder S Commitment To Others Truett Cathy S Commitment Reaches Far Beyond The People Who Work And Eat In His Restaurants Through The WinShape Centre Foundation, Funded By Chick Fil A, He Operates Foster Homes For Than Children, Sponsors A Summer Camp For Than , Children, And Has Provided College Scholarships For Than , Students In Eat Mor Chikin Inspire More People, Truett Cathy Challenges Readers To Focus On People And Principles Then Good Success Will Surely Follow

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Doing Business the *Chick-fil-A* Way
S. TRUETT CATHY
Founder of Chick-fil-A

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