



Inspirus Consulting, Inc.



White Castle Case Study

Topic: Key Leaders Diversity, Equity, & Inclusion (DEI) Prioritization Training/Development

Opportunity

White Castle was founded in 1921 and is a family-owned regional hamburger chain (sliders). They have 351 restaurant locations and approximately 10,000 employees (2023). They were named by Time as the “Most Influential Burger of All Time”, (2014). The focus of our work together was to solicit leader ideas on future DEI priorities and to provide training/development on Inclusive Leadership competencies that could be manifested in their daily leading of staff. The Executive leadership team also desired to glean strategic DEI insights for future planning.

Approach

We engaged a few key Executive leaders to gain perspective and strategic focus through Discovery conversations. We also reviewed and analyzed their most recent Engagement survey data for staff background, context, and overall sentiments. We designed a custom Inclusive Leader workshop and included topics such as (relevant research, case simulations, small group work, group level coaching, and strategic DEI prioritization brainstorming).

Outcomes

We facilitated approximately 50 leaders from all White Castle markets through a fast-paced work session. We received high satisfaction feedback from our internal contacts and workshop participants. Leaders shared DEI priorities that were consolidated for executive leader inclusion into strategic goals.

Insights

We were satisfied after receiving leader feedback on how they connected the research, experiential training, and group coaching. They demonstrated competence on how they could lead with more inclusion daily. The most significant insight for the Inspirus team was navigating how to intentionally step into a live engagement with limited organization background data and context. We relied on collecting additional data during the session with real time data collection technology and employing Large Group facilitation methods. The approach proved to be helpful in achieving the desired engagement outcomes of soliciting organic leader recommendations to be strategically leveraged.