

# Differentiation Profile

## Why MFHA is a Point of Difference



Diverse Board of Directors



Multicultural  
Community Connections



Student Outreach  
(Showcase of the Stars®)



Proprietary Approach  
(Dinner Table of Opportunity)



Strong Multicultural  
Brand Awareness & Credibility



Subject Matter Experts

Multicultural Research  
(Consultants & Resources)

Dollar Approach  
to Diversity

Industry/Segment Focused





# Differentiation Profile

Why MFHA is a Point of Difference

# MFHA - 10 Points of Difference

	<u>WFF</u>	<u>AH&amp;LA</u>	<u>NRA</u>	<u>MFHA</u>
Dollar Approach to Diversity	☹️	😊	☹️	😊
Industry/Segment Focused	😊	😊	😊	😊
Proprietary Approach ( <i>Dinner Table of Opportunity</i> )	☹️	☹️	☹️	😊
Cultural Intelligence ( <i>Content &amp; Solutions</i> )	☹️	☹️	☹️	😊
Subject Matter Experts	😊	😊	😊	😊
Multicultural Research (Consultants & Resources)	☹️	😊	☹️	😊
Multicultural Community Connections	😊	☹️	😊	😊
Strong Multicultural Brand Awareness & Credibility	😊	☹️	😊	😊
Student Outreach ( <i>Showcase of the Stars</i> ®)	☹️	😊	☹️	😊
Diverse Board of Directors	☹️	☹️	☹️	😊

😊 Excellent    😊 Good    ☹️ Missing

\*WFF - Women's Foodservice Forum

\*AH&LA - American Hotel & Lodging Association

\*NRA - National Restaurant Association



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# MFHA - 10 Points of Difference

	<u>IFA</u>	<u>IFMA</u>	<u>IFDA</u>	<u>MFHA</u>
Dollar Approach to Diversity				
Industry/Segment Focused				
Proprietary Approach ( <i>Dinner Table of Opportunity</i> )				
Cultural Intelligence ( <i>Content &amp; Solutions</i> )				
Subject Matter Experts				
Multicultural Research (Consultants & Resources)				
Multicultural Community Connections				
Strong Multicultural Brand Awareness & Credibility				
Student Outreach ( <i>Showcase of the Stars</i> <sup>®</sup> )				
Diverse Board of Directors				

Excellent Good Missing

\*IFA - International Franchise Association

\*IFMA - International Foodservice Manufacturers Association

\*IFDA - International Foodservice Distributors Association



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# MFHA - 10 Points of Difference

	<u>CHART</u>	<u>Diversity</u>	<u>SHRM</u>	<u>MFHA</u>
Dollar Approach to Diversity	☹️	😊	☹️	😊
Industry/Segment Focused	😊	☹️	☹️	😊
Proprietary Approach ( <i>Dinner Table of Opportunity</i> )	☹️	😊	☹️	😊
Cultural Intelligence ( <i>Content &amp; Solutions</i> )	☹️	☹️	☹️	😊
Subject Matter Experts	😊	😊	😊	😊
Multicultural Research (Consultants & Resources)	😬	😊	😊	😊
Multicultural Community Connections	☹️	😊	☹️	😊
Strong Multicultural Brand Awareness & Credibility	☹️	😊	😊	😊
Student Outreach ( <i>Showcase of the Stars</i> ®)	☹️	☹️	☹️	😊
Diverse Board of Directors	☹️	😊	😬	😊

😊 Excellent    😬 Good    ☹️ Missing

\*CHART - Council of Hotel And Restaurant Trainers

\*Diversity - DiversityInc.com

\*SHRM - Society for Human Resource Management



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