

WORLDCHIEFS

GLOBAL CULINARY CERTIFICATION

HANDBOOK



WORLDCHIEFS GLOBAL CULINARY CERTIFICATION

WORLDCHIEFS CERTIFIED EXECUTIVE CHEF



The holder of this badge is a professional chef with an extensive knowledge and experience of managing food operations. This individual has a proven track record in managing multiple food service outlets within a culinary establishment which includes managing and developing people, budgeting and forecasting and contributing to the implementation of the establishment's strategic plan. The holder of this badge is employed as an executive chef, corporate executive chef (or equivalent) or run their own business.

THIS DOCUMENT SHOULD BE READ IN CONJUNCTION WITH THE
**WORLDCHIEFS GLOBAL CULINARY CERTIFICATION INTRODUCTION
HANDBOOK**

WHAT THE DIFFERENT COLOURS MEAN

Skills required: Skills required to achieve a badge are shown in black colour.

Examples: For each skill required, a range of examples are provided to illustrate how the relevant skill can be demonstrated. Examples are shown in blue colour.

Examples are a list of activities which are likely to be carried out when undertaking the role the badge relates to. The list of examples is **not** exhaustive. Individuals are **not** required to demonstrate every skill listed and there may be other relevant skills which are not listed, but can be accepted.

Definitions: Key terms, which are used to illustrate the skills required and/or the examples, are explained in light blue colour.

| Worldchefs Certified Executive Chef | |
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| | Outlets refers to the individual culinary operations which are managed by the Executive Chef. |
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| | CORE SKILLS |
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| C1 | Support the delivery of revenue strategy to achieve set goals |
| | Provide input into strategic decisions to inform the revenue plan for the establishment |
| | Support line manager to develop the establishment revenue plan |
| | Develop revenue plan for all outlets within the culinary operation |
| | Work with direct reports to implement the revenue plan for the culinary operation |
| | Manage a co-ordinated delivery of operational projects underpinning the culinary operation, within budget and on time |
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| C2 | Set and monitor targets |
| | Translate the establishment revenue plan into targets and action plans for the culinary operation |
| | Set and communicate targets and action plans to the outlets |
| | Maintain an overview of the establishment's business performance |
| | Monitor the performance of all outlets in relation to the establishment's business performance |
| | Monitor the performance of the teams within the outlets against outlet targets and action plans |
| | Take corrective action, as necessary, to ensure outlet targets are met |
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| C3 | Lead and manage outlet teams to achieve targets |
| | Set a clear strategic direction for the culinary operation |
| | Set objectives for direct reports to achieve outlet targets and goals |
| | Oversee the day-to-day operation of the culinary operation and manage any issues which have been escalated from the outlets |
| | Conduct meetings for direct reports and the outlets, as necessary |
| | Conduct performance review for direct reports |
| | Manage performance issues, disciplinary actions and terminations |
| | Monitor the performance of the outlets to identify opportunities for improvement |
| | Establish and maintain effective working relationship with outlet staff, peers, line manager and line manager's peers |

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| C4 | Provide guest service |
| | Manage and coordinate all activities across the outlets to ensure that the culinary operation provides food and food service in line with establishment standards |
| | Monitor the quality and efficiency of food production and service across the outlets to identify areas for improvements |
| | Formulate and implement strategies to maximise guest satisfaction |
| | Highlight potential problem areas to line manager and make recommendations for improvement to manage the reputation of the establishment |
| | Identify training needs to address problem areas, as necessary |
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| C5 | Solve problems and deal with pressure effectively in own area of responsibility |
| | Manage complex guest requirements and serious complaints which have been escalated from the outlets |
| | Anticipate possible circumstances across the culinary operation and take action to pro-actively address these |
| | Conduct daily and random inspections across the outlets to spot any service issues |
| | Be available to assist the outlets to help resolve any issues or problems |
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| | Serious complaint refers to a situation where a guest raised their dissatisfaction with the food served, the food service and/or the establishment and which can create a reputational or commercial risk for the business. A serious complaint requires senior management level and/or external intervention. |
| | Circumstances refers to situations, conditions, hazards, guest requests and/or complaints |
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| C6 | Manage guest feedback effectively |
| | Monitor guest requirements, comments and service issues across the outlets and identify problem areas or areas for improvement |
| | Respond to guest feedback/comments which have been escalated from the outlets |
| | Develop and implement strategies to improve food and food service, based on guest feedback |
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| C7 | Recruit staff |
| | Identify recruitment needs for culinary posts within the outlets |
| | Screen candidates for direct report positions |
| | Conduct interviews for direct report positions |
| | Select and appoint direct report positions |
| | Support interviews conducted by the outlets, as required |
| | Develops strategies to retain staff and reduce turnover within the culinary operation, including the outlets |

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| C8 | Manage staff training and development |
| | Deliver induction to the culinary operation and other departments, as necessary |
| | Oversee outlet training plans to ensure staff within the outlets receive necessary skills training to maintain establishment standards and deliver guest experience |
| | Oversees training delivered within the outlets |
| | Monitor food, food service and guest food experience delivered by the outlets to identify further training needs |
| | Coach direct reports, as necessary, to maintain standard operating procedures |
| | Develop and implement effective practices for the culinary operation to maximise revenue and/or improve profitability |
| | Constantly identify opportunities for direct report to develop new skills |
| | Work with direct reports to identify opportunities to help team members in the outlets progress |
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| C9 | Manage finances |
| | Assist in the development of the establishment's business plan |
| | Develop and implement the financial plan for the culinary operation |
| | Analyse financial performance and make adjustments to the kitchen operations, as necessary, to achieve goals set out in the financial plan |
| | Monitor sales and revenue figures to make sure targets are met |
| | Take pro-active measures in response to business needs |
| | Negotiate prices for the culinary operation, as part of procurement process |
| | Agree salaries for roles with relevant colleagues responsible for recruitment, workforce and financial planning |
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| | <p>Business plan is the annual breakdown of the business strategy and includes financial plan.</p> <p>Business strategy refers to an overarching plan of strategic initiatives, including the revenue strategy, which will help achieve the strategic vision of the establishment.</p> <p>Revenue strategy refers to a plan of strategic actions, including sales and marketing activities, which will contribute to short and long term financial goals of the establishment.</p> |
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| C10 | Plan and manage resources to drive efficiencies |
| | Manage the procurement of food and non-food items for the culinary operation to maximise productivity and profitability |
| | Manage stock levels and stock takes across all outlets |
| | Oversee the management of staffing levels within the outlet |
| | Oversee the maintenance of kitchen and service equipment in the outlets |

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| C11 | Promote sustainable practices in the kitchen |
| | Demonstrate an understanding of key barriers that a culinary operation may need to overcome to establish sustainable practices in the kitchen: |
| | - Reducing food waste |
| | - Recycling waste/packaging |
| | - Economic use of power and electricity |
| | - Consideration of carbon footprint: the environmental impact of getting goods to the establishment (eg food miles) |
| | - Consideration of animal welfare |

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| | ROLE SPECIFIC SKILLS |
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| R1 | Demonstrate an understanding of own role and the role of the outlets |
| | Explain key activities that are part of own role |
| | Describe how the outlets work with different departments/teams within the establishment to deliver food and food service |
| | Explain how the culinary operation (ie the outlets) contributes to the effective running of the establishment |
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| R2 | Manage the kitchen operations for multiple service outlets to deliver food and food service |
| | Manage the day-to-day operations of the outlets to achieve delivery standards |
| | Provide a physical presence by walking the kitchens and dining areas and by engaging with kitchen staff and guests |
| | Oversee the food production and food service across all outlets to ensure establishment standards are met |
| | Demonstrate a working and operational knowledge of all outlets |
| | Manage issues, guest feedback, comment or complaints which have been escalated |
| | Review the performance of the outlets to identify any issues that need to be addresses and take appropriate corrective actions |
| | Oversee and adjust staffing levels across the outlets to ensure maximum profitability |
| | Work with the outlet managers to review guest feedback and to identify areas for improvement |
| | Celebrate success/positive guest feedback |
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| R3 | Plan menus for a variety of outlets |
| | Design dishes for a variety of outlets, taking into account guest and establishment profile and type of cuisine each outlet serves |
| | Ensure that menus at each outlet deliver a variety of menu items required by the establishment, within budget |
| | Co-ordinate recipes to ensure optimal food inventory and cross utilisation of products across multiple outlets |
| | Ensure menus cater for guests with special requirements and special diets including allergens |
| | Ensure menus at the outlets reflect seasonality and sustainability |
| | Consult with outlet chefs to develop the menus, as necessary |
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| | <p>Guest profile refers to characteristics which describe the type of customers who would dine at the culinary establishment and which are used to make decision concerning menu items and the service. These characteristics may include information such as demographics, gender, age, ethnicity, religion, location social background, buying patterns, income, purchase and dietary preferences.</p> <p>Establishment profile refers to characteristics of the culinary operation including location, guest profile, style of décor as well as local and regional requirements (eg sustainability, sourcing of food etc).</p> |

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| R4 | Produce and present complex dishes to standards set by the culinary operation |
| | Ability to produce and present complex dishes to standards set by the culinary operation |
| | Complex dishes include appetisers, entrees, main courses, sauces, hot and cold desserts which require the use of complex recipes . |
| | Complex recipe refers to a recipe which uses many steps, complex combinations of ingredients, quantities, timings, a range of cooking methods and techniques. A complex recipe is expected to be technically challenging and demonstrate advanced level of knowledge and skills both in terms of cooking and presentation. |
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| R5 | Manage the procurement of ingredients and supplies for outlets |
| | Identify and select suppliers to ensure the combined needs of the outlets can be met, within budget |
| | Ensure specifications for food items across the outlets meet establishment standards and are in line with budget requirements |
| | Manage combined inventory and par levels for the outlets |
| | Negotiate prices for the establishment, as required |
| | Oversee the ordering processes across the outlets to maximise efficiencies |
| | Manage any issues related to food deliveries which have been escalated |
| | Manage supplier relationships |
| | Maintain stock levels in line with business needs |
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| R6 | Ensure that the principles of food safety are applied across all outlets |
| | Work with chefs de cuisine (or equivalent) to ensure kitchen staff at all outlets apply the following practices: |
| | - Maintain personal hygiene required for handling food |
| | - Keep the work area(s) and equipment clean and hygienic, using appropriate cleaning methods |
| | - Keep food safe from microbial, chemical, physical and allergenic hazards |
| | - Follow safe food handling practices and procedures, including safe work flow, to reduce contamination risks |
| | - Control temperature for storage and cooking of food to avoid food spoilage |
| | - Follow standard procedures for receiving deliveries and for storage food items |
| | - Maintain accurate records |
| | - Apply the principles of HACCP within own role |
| | Continuously review working practices and make adjustment to the HACCP plan, as necessary |
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| | Food safety refers to the safe handling, preparing and storing food to prevent it from becoming contaminated and causing food poisoning and reduce the risk of individuals becoming sick from foodborne illnesses. |
| | HACCP refers to Food Safety Management Systems based on the principles of Hazard Analysis Critical Control Point according to appropriate directives or regulations. |

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| R7 | Perform audits and inspections to ensure the culinary operations maintain full compliance with legislation, health and safety requirements and relevant by-laws |
| | Demonstrate strong working knowledge of relevant rules and regulations |
| | Supervise the work of outlet managers to ensure all outlets operate in a way which meet relevant and current industry, legislative and company requirements and regulations |
| | Liaise with regulatory authorities to ensure compliance |
| | Carry out spot audits on outlets to check for compliance and to identify any potential non-compliance issues |
| | Works with direct reports to develop and implement action plans, in response to internal and external audits |
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| R8 | Maintain guest relationships to deliver guest experience |
| | Network with guests and VIP diners to ensure they are satisfied with the food and food service, while driving revenue |
| | Maintain effective relationships with key influencers within the culinary industry and trade associations to promote the outlets to them |
| | Continuously monitor and evaluate guest feedback on the food and food service to maintain business at the outlets |
| | Take actions to address situations which could impact on guest experience and/or create reputational risks for the culinary operation |
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| R9 | Drive new business strategy to maintain and improve the competitive value/differentiation of the culinary operation |
| | Explain how the culinary operation contributes to the financial performance and profitability of the establishment |
| | Explain how guest and establishment profile impact on the financial performance and profitability of the establishment |
| | Use guest profiling to formulate strategies to help improve the profitability of the culinary operation and to drive new business |
| | Formulate strategies to promote the outlets, as part of the products and services the establishment offers, to help maximise sales |
| | Monitor guest feedback, new trends - including competitor trends - and external events to identify opportunities to develop new business |
| | Identify opportunities to improve the profitability of the establishment by considering issues outside the department such as sustainability (under-utilised products, local product, local trends, event, seasonality etc) |
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| | <p>Guest profile refers to the characteristics which describe the type of customers who visit the restaurant and which are used as a basis to make decisions concerning guest service. These characteristics may include information such as demographics, gender, age, ethnicity, religion, location, social background, income, buying patterns and the purpose of the visit.</p> <p>Establishment profile refers to characteristics of the restaurant including location, guest profile, style of décor and service.</p> |

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| | Guest profiling refers to the process of analysing the characteristics which describe the type of customers who visit the restaurant and the characteristics of the restaurant to make decisions concerning guest service. |
| R10 | Demonstrate a working knowledge of technology, appropriate for own role |
| | Use point of sales technologies or equivalent to run management reports for the outlets to track and analyse performance (eg staff costs, sales figures, inventories and reservations) |
| | Use a combination of reports to inform management and strategic decisions for the culinary operation |
| | Demonstrate a competent and safe use of kitchen equipment which has built-in digital or smart technology |
| | Use social media to monitor feedback |
| | Use social media to respond to guest feedback, as required |
| | Use digital communication devices to carry out research to find out about new trends, ideas, techniques and styles |

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| | PROFESSIONAL DEVELOPMENT |
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| P1 | Demonstrate in-depth knowledge of career pathways within the hospitality industry, including progression opportunities for current role |
| | Describe the structure of the establishment |
| | Describe how the outlets work with other parts of the establishment |
| | Identify career opportunities and pathways to those opportunities within the culinary profession and the hospitality industry |
| | Describe opportunities to progress from current role (ie next steps) |
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| P2 | Undertake a range of training or learning activities to acquire new or update existing skills and knowledge |
| | Identify training or learning needs specific to own role |
| | Participate in training or learning activities |
| | Provide evidence of training or learning undertaken |
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| | Training or learning activities refers to on-the-job training, workshops, seminars, conferences, courses, competitions and mentoring. |
| | Training or learning needs refers to the development of skills and knowledge related to culinary arts which may include: <ul style="list-style-type: none"> - Product knowledge and food trends - Understanding of new developments, IT systems and equipment - Changes to legal or industry regulations such as health and safety and food safety - Changes to establishment standards - Development of soft skills such as communication and teamwork. |
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| P3 | Apply knowledge gained from the professional development activities to: |
| | - Improve working practices in the culinary operation |
| | - Inform the strategic direction of the culinary operation and the establishment |
| | Identify opportunities to apply new knowledge/skills learnt |
| | Describe how new knowledge/skills learnt have been put into practice: |
| | - Changes made to the way in which the culinary operation works and the impact of the changes |
| | Make recommendations for changes to the strategic direction of the culinary operation and the establishment. |

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| P4 | Develop and maintain own professional reputation as an executive chef, corporate executive chef or equivalent |
| | Ability to show, through a range of evidence from peers, customers, senior staff or competitions, excellence in the culinary skills |
| | Ensure skills and knowledge remain current and reflect the latest cooking techniques and culinary trends |
| | <p>Professional reputation is the recognition of excellence through peer reviews, feedback from customers or senior staff or success in competitions (for example Worldchefs endorsed competitions).</p> <p>Maintain own professional reputation refers to actions taken to ensure skills and knowledge remain current and reflect the culinary techniques and trends.</p> |