



Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way

S. Truett Cathy

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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 1946 with his brother Ben, he put those principles to work and immediately began to experience their rewards.

Twenty-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 more than 1,000 Chick-fil-A restaurants with more than \$1 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 more than 120 children, sponsors a summer camp for more than 1,600 children, and has provided college scholarships for more than 15,000 students.

In *Eat Mor Chikin: Inspire More People*, Truett Cathy challenges readers to focus on people and principles. Then good success will surely follow.

Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way Details

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From Reader Review Eat Mor Chikin: Inspire More People: Doing Business the Chick-fil-A Way for online ebook

Anthony McDowell says

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. "

Jolene Knighton says

This book makes me want to work at chik-Fil-A

Tim Chavel says

S. Truett Cathy is not only a great business man but he is indeed a great godly man. If you want to learn more about Mr. Truett and more about the beginning of Chick-fil-A then this is the book for you. I trust you will enjoy the quotes from this book:

The lesson that is continually reinforced in me is that to take advantage of unexpected opportunities, we must leave ourselves available. If we had set lofty long-range goals for our company's [Chick-fil-A's] growth, our capital might have been so tied up in construction that we would have been unable to respond to these opportunities [WinShape Centre Foundation, which supports foster homes, summer camps, and college scholarships]. ~S. Truett Cathy

Harvard Business School Press in 1996 published a book titled The Loyalty Effect, which showed the correlation between loyalty and corporate profits. The author, Frederick F. Reichheld, stated, "Businesses that concentrate on finding and keeping good customers, productive employees, and supportive investors continue to generate superior results. ...[Loyalty] remains one of the great engines of business success."

"Loyalty leaders," Mr. Reichheld wrote, "see people as assets rather than expenses, and they expect those assets to pay returns over a period of many years. Loyalty leaders choose human assets carefully, then find ways to extend their productive lifetimes and increase their value." ~S. Truett Cathy

My style has always been low-key with regard to my religious convictions. I hope that people see something attractive in the way I live that leads them to seek the One who leads me. In my own personal way I had committed the company to His purpose but had not done so publicly.

It became obvious that the [Executive] Committee was moving toward doing just that. By the end of the day we had developed two statements, which became Chick-fil-A Corporate Purpose:

To glorify God by being faithful stewards of all that is entrusted to us.

To have a positive influence on all who come in contact with Chick-fil-A.

~S. Truett Cathy

Instruction is what we say.

Influence is what we do.

Image is what we are. ~S. Truett Cathy

But look at what it means to be average. You are the worst of the best and the best of the worst. You're not achieving anything unusual, choosing instead to go with the flow. When we do less than our best, we become discontent and "burned out." Occasionally, I will have an Operator offer to terminate the franchise agreement with the explanation, "I'm just burned out on the restaurant business." ~S. Truett Cathy

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 best as well. People like to follow those who are excited about their work, not workaholics. ~S. Truett Cathy

My attitude regarding the distant future is to do the best we can every day and take advantage of unexpected opportunities. That combination will lead us to success. I don't want to set some arbitrary target out there that might lead us to make inappropriate decisions just to achieve it. ~S. Truett Cathy

Hee-jung Cranford says

A quick and delightful read. Written from the heart. Wish more business leaders were like Mr. Truett Cathy. Unwavering in his principles and values. Honoring Christ, his wife, his family, his extended family. Trusting his people is that they will do what's right. Building people up from young age. Loving foster children and never giving up on their transformation, all through making chicken sandwiches.

Jerry says

An inspiring portrait of an influential and Godly man.

Denise says

I enjoyed learning the history of Chick-fil-A. I also loved hearing about why Cathy's company is so successful. I am a public school teacher. I will definitely use some of his principles for work ethic with my students. Cathy had a heart for children. I believe God has blessed Chick-fil-A because of his sincere heart. This is a good read for anyone in leadership, restaurant or other. It is a good play book for how others should be treated.

Joshua says

This book is a really good example of what it takes to open up your own business. It shows that it takes dedication, time, energy, and a lot of work to put in, to be able to make it successful. S. Truett Cathy, has been able to show how every single problem or challenge that may come up, can be overcome or avoided making the right decisions, and making a business that people will remember you in a good way. He also encourages that you should take advantage of unexpected offers, and focus on short term goals rather than long ones, because you might end up on the wrong path, and your business may prolong your business opening, or may never open it at all. He also states that one thing that has always been working for him and that he has been doing is to try your best. "It is when we stop doing our best work that our enthusiasm for the job wanes."

This book can help anyone whether you are trying to run a business or not. S. Truett Cathy, seems more like a role model than he does a business man. He shows that because he never gave up, set reasonable goals for himself, had determination, and hope that his business would be a success, that it all paid off at the end. For people who aren't running a business, it can teach that if you just try your best without giving up, and believing you can reach your goal, then you will be able to succeed. Overall, this book can help inspire many other people, and can affect the way they think, or change the way they do certain things, rather than being stuck while trying to do the same method over and over again. Also, he doesn't plan to make long term goals, as they can make him make unnecessary decisions that could affect the business, or maybe even the way people see him as an inspiration.

Christopher Lewis Kozoriz says

"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.

Lisa says

I added this to my reading list long before the Chick-fil-A gay marriage brouhaha, simply because the advertising geek in me has long been interested in the company's marketing genius. Those crazy cows! :) You have to give them that. I also deeply respect their commitment to remaining closed on Sundays, providing scholarships and other opportunities for young people, and providing good food in a clean and pleasant environment. Fast food restaurants everywhere have a LOT to learn from Chick-fil-A. It was interesting to read more about how the company got started and what has helped it stay successful.

All of that being said, I thought this book was poorly written and (if the number of typos I found is any

indication) apparently edited by a 4th grader. I can't judge Truett Cathy for trying to do what he thinks is best. But he kind of goes on and on about it. I'm a Christian, too... but those last 50 pages or so were a struggle because it started to feel like the longest sermon ever. So I don't know if I'd go as far as calling this book inspirational, but it gave me some "food" for thought. ;)

Katelyn Moran says

Eat Mor chicken was written by Truett Cathy. Truett Cathy was the inventor of chick-fil-a. The purpose in writing this book was so that her could inspire more people about chick-fil-a. Another purpose was to show how his restaurants were made and his life. This book that her wrote he put his whole heart into it. In Eat Mor Chicken he showed how passionate he was about his restaurants. He was passionate about all of his businesses and he wrote this book on them and how they came to be. All of these stores meant the work to Truett Cathy.

One of the themes in this book is to go above and beyond expectations. What that means is that he would put himself last behind everyone else. He would make sure that everyone else needs were met before his. He would also do things that he calls second mile service. This kind of goes along with the above and beyond. It means when he was in the restaurants and daily life he would do things that he did not have to do, but he did. The last one was passion. Passion because he was so passionate about his places.

Eat Mor Chicken was written in description. The reason this was written in description was because it was Truett's biography as well. It went from his first restaurant the dwarf grill which burnt down all the way up to chick-fil-a. Now chick-fil-a is still up in business. This is why its written in description.

This book was such an amazing book. I think that I would only tell my friends that work at chick-fil-a or are interested in learning about it. I would not change anything about this book. Something I loved seeing how I should be acting towards guests. Also how he was so selfless at what he did it reminds me to be like that. This book was nothing like any other book I have read. This was one of the best books I have read.

Mark Oppenlander says

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 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 lead 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.

Marcus Whitson says

This book was great! The story of Truett Cathy is an inspiring story in and of itself, and has honestly really inspired me. Having worked at Chik-fil-A myself, I can truly say that the well known Chick-fil-A spirit is in this book because of the life of Cathy!

Mildred Makinano says

Very inspiring

Sandy says

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.

John Gardner says

One of my reading goals for February is to read several books on business and economics. A recent spiritual gifts inventory reminded me that administration & business-model thinking does not come naturally to me. Considering my job title includes the word “administrator”, I am constantly seeking new ways to stretch myself so that I can better position the **School of Performing Arts** to be successful for the glory of God!

What better place to start than with the autobiography of the founder of one of the most successful Christ-centered business ventures of all time? Given the fact that Cathy also runs a very large non-profit ministry organization (the **WinShape Foundation**), I thought his insights might be particularly beneficial for me.

And beneficial it was. Unlike many business books, this isn't so much a “how-to” manual as it is a collection of stories. I would liken the reading of this book to sitting down for a long conversation with a wise Christian elder... something from which we can all benefit! The book is very encouraging, particularly in seeing the way Cathy relied on God to persevere through adversity and tragedy.

Through his story-telling method, though, Cathy does impart lots of practical wisdom. One comment I found particularly challenging was when he was discussing how he makes crucial decisions so quickly and effectively. Does he pray about each specific business issue? *“The Lord gives us a mind and the ability to use it. I pray for wisdom every day, and I believe He has granted me that. I prefer to seek His counsel on issues more vital than the day-to-day operations of the company.”*

So often many of us, myself included, get bogged down in the waiting game. Worse, we use prayer as an excuse for inaction, looking for specific direction on issues to which God has already spoken by laying out his design for every aspect of our lives — including our work — in His Word. When we live lives of prayer and ask the Lord to grant us wisdom, we can live in the power of the Spirit, trusting that He will guide us into all truth (John 16:13). I also greatly appreciate Cathy's family focus and heart for discipling children and caring for orphans.

There is not much in this book that will appeal to anyone in the secular business world, as it is written from the perspective of someone who has been asked to share Godly advice. Because he relies so much on prayer and the Holy Spirit, this book would probably be considered nonsense to most non-Christians. Much of the way he has run Chik-fil-A is completely contrary to standard business practice, but there is no doubt he has been very successful. Perhaps the most telling quote is from the book's foreword by Frederick Reichheld of the *Harvard Business Review*. When he dug into studying Chik-fil-A's business model, he was admittedly skeptical, but *“finally came to realize that the accounting and economics I had learned at The Harvard Business School was flawed, flawed because their arithmetic did not capture the powerful advantages of loyal relationships... there is no clearer case study of the loyalty effect than Chik-fil-A”*. Cathy's book clearly lays the foundation of his belief in the power and necessity of loyal relationships in the word of Holy Scripture.

Buy this book [here](#), or just check it out from the public library like I did!
