



Shake Shack's Recipe for Success: Restaurant-Specific Harassment Prevention Training

Shake Shack Stands for Something Good By Promoting an Inclusive and Harassment-Free Culture with EasyLlama

About

Founded in 2001, Shake Shack came from humble beginnings as a simple hot dog cart. In 2004, they upgraded to a permanent kiosk in New York City's Madison Square Park, and now, just 20 years later, they have 300+ national locations offering hamburgers, hot dogs, fries, and their namesake milkshakes. Shake Shack is a strong proponent of Diversity, Equity, and Inclusion (DEI) initiatives, marked by over 2,600 internal promotions in 2022, with 55% benefiting women and 77% benefiting individuals from diverse ethnic backgrounds. They've also proudly received a perfect score of 100% on the Human Rights Campaign's Corporate Equality Index for their unwavering support for the LGBTQ+ community in their organizational framework.

Shake Shack's mission is to "Stand for Something Good," which is evident in the dedication of each team member, their strong ties with guests, meaningful relationships with suppliers, and valued connections with stockholders. As Shake Shack evolved into a global enterprise, its commitment to Standing For Something Good extended to sourcing premium ingredients from partners equally devoted to quality, responsibly designing their locations with eco-conscious decisions like 100% recycled napkins, and actively supporting communities through donations, events, volunteering, and more. The ethos of doing good is woven into Shake Shack's foundation, an integral part of their DNA from the very beginning.





As legislation has evolved in the states in which we do business, we knew that we needed to partner with a company like EasyLlama to make sure that we're staying compliant.

Lorin Dunphy
Shake Shack
Vice President
of People Practices



Challenge

In-House Training Just Wasn't Cutting It Any Longer

Until recently, Shake Shack created most of their compliance training in-house. However, many states have unique legislative requirements, such as training length, who needs to be trained, how often, and what must be included in the training. As the number of cities and states that require harassment prevention training continues to grow, it became evident that Shake Shack needed a like-minded solution to handle compliance training.

"As legislation has evolved in the states in which we do business, we knew that we needed to partner with a company like EasyLlama to make sure that we're staying compliant," explained Lorin Dunphy, Vice President of People Practices at Shake Shack. "In all of those states, like California and Connecticut, that have specific requirements, we had to make sure that we're staying on top of that changing legislation with a trusted learning partner."

The other major consideration that Shake Shack was looking for in a training solution was one that focused specifically on the restaurant industry. A study from [Hart Research Associates](#) indicates that 40 percent of women working in the fast-food industry have experienced some form of sexual harassment, so it is essential that restaurants successfully address how to identify and prevent harassment among their employees.

Overall, Shake Shack encountered significant challenges in managing their compliance training internally, especially as legislative requirements varied across states to ensure ongoing compliance. They were looking to prioritize a training solution tailored to the restaurant industry, acknowledging the specific concerns faced by employees in this sector. The need for a trusted learning partner to navigate legal compliance and ensure a more targeted training approach was obvious to Shake Shack, which is why they chose to partner with EasyLlama.





Solutions

Real-Time Tracking and Automation Make Compliance Easy

Shake Shack was looking for relatable, real-world food service scenarios that their restaurant workers may experience while on the job, as well as interactive elements that are required in some states by law — all of which they found with EasyLlama's workplace training solution. "Hands down, the main factor that led us to choose EasyLlama is the fact they offer a restaurant version of its training so that when our team members are able to engage with EasyLlama training, they see a diverse mix of actors," said Dunphy. "It feels like they're in a restaurant setting, and it does not feel overly corporate, which really wouldn't resonate with our learners."

Enterprise businesses like Shake Shack use EasyLlama's real-time tracking to manage their 15,000+ employees with automated course assignments and reminders. Reporting is made simple with our data sync, user-friendly dashboards, and accessible completion tracking. This not only cuts costs but also allows HR pros to redirect that time toward other top priorities, all while EasyLlama seamlessly operates in the background.

"EasyLlama gives us the ability to see in near real-time who has completed the training, who still needs to complete the training, and where we might be overdue," said Dunphy. "For Shake Shack, it is really critical that we stay compliant with laws in all of the states in which we do business. So it's really important for us to keep our finger on the pulse to make sure that the training is being completed in a timely manner by all of our team members."

In addition to state-specific compliance and unique restaurant-industry training, EasyLlama also has supervisor and non-supervisor courses to fit the needs of each individual employee. With our Smart Assign feature, EasyLlama's platform will automatically assign the right harassment prevention training to learners based on their specific role and region — eliminating the need to scroll through hundreds of harassment training choices.

Employee Satisfaction Rate:

4.64/5



For multi-location businesses like Shake Shack, they can stay informed about individual course completion data through a single, intuitive dashboard, providing centralized control over all staff, no matter where they are located. Without this feature, HR admins would be stuck performing manual data entry to sort and track the completion status of individual employees located in different stores or states, wasting valuable time.

"By partnering with EasyLlama, we have saved countless hours in researching employment legislation, assigning training manually, and really making sure that we are getting the required compliance training out to our team members," explained Dunphy. "It's also phenomenal that EasyLlama is continuing to stay on the pulse of compliance-related content that organizations like Shake Shack need."



EasyLlama



“

Compared to the training that we had in the past, which was sort of homegrown and more rudimentary, the EasyLlama learning really feels professional and engaging.

Lorin Dunphy
Shake Shack
Vice President
of People Practices



Shake Shack's Recipe for Success:
Restaurant-Specific Harassment Prevention Training



Solutions

Diverse and Realistic Training Better Engages Restaurant Employees

If managers need to be trained separately from kitchen staff or different teams need a customized course, EasyLlama's department-specific course assignments make it effortless to segment employees based on their roles. No matter the type of training or refresher that is needed, EasyLlama's extensive course library can fulfill the needs of Shake Shack's employees. "When we get a request for training from our teams, we're able to reference the EasyLlama library and utilize off-the-shelf training to meet our team's needs, which has been really impactful for us," said Dunphy.

Shake Shack assigns restaurant courses from EasyLlama that are thoughtfully crafted with industry-specific content tailored for those immersed in the restaurant business. We know that harassment prevention training set in an office or cubicles will not be relevant to fast food workers, so these courses feature relatable real-world scenarios that resonate with learners actively engaged in a restaurant environment. Our interactive industry training includes unique situations from the food service sector, restaurant-specific images, and is fully customizable with each company's logo and branding colors.

"Some of the early feedback that we received from many of our field leaders is how realistic and relatable the training feels," said Dunphy. "It's a diverse cast of characters, the scenarios are relatable, and the in-the-moment knowledge checks and quizzes really help that self-paced learner engage with the tool. Compared to the training that we had in the past, which was sort of homegrown and more rudimentary, the EasyLlama learning really feels professional and engaging."

Research has shown that interactive training can significantly improve employee engagement, thereby increasing knowledge retention and understanding of complex issues like harassment. And when employees are actively engaged with their workplace, employee turnover is reduced, significantly improving a restaurant's bottom line. In fact, when EasyLlama learners are asked, "How prepared do you feel to prevent, identify, and report sexual harassment in the workplace?" employee preparation grew by 50 percent!

"I would recommend EasyLlama for two reasons," said Dunphy. "Number one, it is engaging and dynamic. And number two, it is compliant. We feel really great about the content that we are sharing with our teams. Not only is it going to teach them something in an engaging and interactive way, but it is also compliant with the law."





Features

Discover the Valuable Benefits of EasyLlama

Check out which of EasyLlama's dozens of features are the favorites at Shake Shack.

15,000+
Total Learners



Real-World, Industry-Specific Video Scenarios

Shake Shack appreciates the real-life and interactive videos that provide their restaurant employees with experiential learning, saying, "It's a diverse cast of characters, and the scenarios are relatable." Plus, we ensure that our industry-specific courses relate to learners better than generic training options. "It feels like they're in a restaurant setting," said Dunphy. "And it does not feel overly corporate, which really wouldn't resonate with our learners."



Multi-State and Industry-Specific Harassment Prevention Versions

"What's really great about EasyLlama is there are courses that meet the needs of all the states in which we operate," explained Dunphy. "So in the more restrictive states, like New York and California, as well as the less restrictive states, there's a solution for all of the locations in which we do business."



Seamless Integration with 35+ HRIS and LMS Systems

"Workday is really our one-stop-shop here at Shake Shack for all things, people, and resources," said Dunphy. When it came time to integrate EasyLlama with Workday, she called the process "seamless," and now admins can easily use one spot to manage all training. "We are now able to use our dashboards and our learning management system in Workday to track and assign training company-wide."



Simplified Automatic Training Reminders

"The automated reminders are a huge benefit, specifically for our people resources and our learning team," said Dunphy. "That takes the manual aspects of reminding our team members to complete the training completely out of the mix. So, no longer do we need to be sending those emails reminding people or tapping them on the shoulder. EasyLlama does that for us in an engaging way across our teams."



Training Offered Standard in English and Spanish, plus Subtitles in 100+ Languages

Studies show that when training is offered in an employee's native language, they are more likely to understand and retain the information. "Having training offered in multiple different languages right out of the box with EasyLlama allows us to offer training to our team members who may not speak English as their first language. It's really great to meet those team members where they are in their own language, and that helps us meet our diversity, equity, and inclusion goals here at Shake Shack."



Start and Stop Training Across Devices

"We really like the fact that EasyLlama saves our learners' spots," explained Dunphy. "So if they're taking a longer version of training and they can only take it in 15-minute increments, the tool knows where they stopped and where they need to pick back up and continue. What's also an added bonus feature with EasyLlama is our learners can't navigate away from that EasyLlama learning page without the training stopping. This makes sure that we are staying compliant and that our teams are taking the training all the way through to completion."

[Get Your Free Demo Now!](#)

See all of these features and more with a custom platform demo!



EasyLlama



Shake Shack's Recipe for Success:
Restaurant-Specific Harassment Prevention Training

About EasyLlama

EasyLlama is on a mission to help companies become better, safer, and more inclusive places to work through custom workplace training courses. Founded in 2019, EasyLlama has developed mobile-friendly, easy-to-use online courses designed to replace outdated compliance training you'll find elsewhere. Available in more than 100 languages, expert-developed courses meet and exceed federal and state standards to help organizations stay in compliance while building a positive, employee-first business culture. Course suites include Harassment & Discrimination Prevention; Diversity, Equity, and Inclusion (DEI); Data Privacy and Cybersecurity; Workplace Safety; and Ethical Practices.



Learner-Centered Approach

Inspired by the content consumption habits of modern learners. Our best-in-class and interactive courses keep learners engaged and interested.



Elevate Workplace Culture And Performance

Employee education is the perfect safety measure to instill positive behavior and make sure your workplace culture and productivity thrive.



Highest Rated In The Industry

Join 7,800+ clients that love the new way of workplace training. Five star reviews across platforms like Google, G2, Capterra, and more.



Customization for All Your Company Needs

Show your brand, industry, and even your company colors. Enterprise users can also upload recorded CEO videos or customize written content.



Mobile-First, Highly Engaging Experience

This allows employees to complete courses, wherever they might be, boosting completion rates and ensuring compliance.



See The ROI From Promoting Positive Behaviors

Measure the ROI of your workplace training in an intuitive, comprehensive dashboard.

*DON'T
FORGET
OUR
FREE DEMO!*

Get free
demo now!

