

Women's Foodservice Forum

Who We Are

Women's Foodservice Forum is the premier leadership development community for collective insights and connections that empower women in the foodservice industry to envision and achieve their highest potential.

What We Do

We engage the foodservice industry to develop leadership talent and ensure career advancement for executive women.

Where We're Going

WFF is leading the transformation of the foodservice industry by enhancing the industry's business performance through gender-diverse leadership.

roadmap TO RESULTS

Our goals are bold: to have at least three female members on every foodservice senior team and board by 2010, and to achieve gender parity on senior teams and boards by 2020.

How will we get there?

With the Roadmap to Results:



More Women in Top Jobs

Achieve our two bold goals:
2010 – At least three female executives on foodservice senior teams and boards
2020 – Gender parity on foodservice senior teams and boards

Organizational Readiness

Support foodservice organizations seeking to leverage the power of gender-diverse leadership through sharing of best practices, published metrics and organizational recognition.

Emerging Leader Development

Provide sound leadership development programming grounded in the WFF 10 Core Leadership Competencies to build personal competence and confidence.

WFF Vitality

Further strengthen the WFF infrastructure, growth and sustainability to ensure unsurpassed programming, services and tools to members and sponsors.



WFF 10 CORE Leadership Competencies

INITIATIVE

The drive for growth and improvement, initiative underpins many other core competencies. Individuals with initiative strive to influence events in their organizations and beyond.

STRATEGIC THINKING

Take a “big picture” view of one’s business and responsibilities; incorporate a broad range of factors in decision-making.

BUILDING NETWORKS

Identify and nurture internal and external relationships, widening one’s network and leveraging this network for goal attainment.

VISIONING/SETTING DIRECTION

Understand where a business must go to be successful with the ability to share this vision with clear direction that guides and energizes others.

DEVELOPING OTHERS

Mentor and coach team members to develop their leadership skills through the effective delegation of challenging assignments.

BUILDING HIGH-PERFORMING TEAMS

Form a team capable of achieving organizational goals through prudent staffing and team-member development.

DRIVING FOR RESULTS

Overcome barriers to success, push oneself and others.

RISK TAKING

Challenge the status quo and traditional ways of doing things in support of business goals.

TOUGH-MINDED

Make hard decisions and address issues directly, empower team members to do the same.

COMMUNICATING AND LISTENING

Communicate clearly in speech and writing; hear and understand alternative points of view before issuing a response.