

# “Behind the Plate Up”

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A story through the eyes of a  
Certified Master Chef

*the challenges, the rewards, the reality*



Chef\_leonardi



JOSEPH LEONARDI  
CERTIFIED MASTER CHEF





## Career Highlights

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- Husband for 20 years-Father of 3 (Isabella 18, Joseph 17, Tyler 14)
- Currently- Director of Culinary Operations, The Country Club, Brookline, Ma
- Past ACF Culinary Team USA Member 2005-2016
- 2009 National Chef of the Year
- Over 20 gold medals in International/National competitions (Education of Competing)
- American Certified Master Chef/ Masters in Applied Teaching





# Why Did I Become a Chef

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- **C**- Challenging
- **H**- Holistic
- **E**- Education
- **F**- Fun



## In your words, what does it mean to be Successful...

Success is gradual momentum moving forward, while failure is an obstacle in one's way of success; however, most can't handle failure

If you fail...It's ok!

But it is how you handle that failure that will determine the next step in your life

Wisdom will come to you in the most unlikely sources, unlikely times

*....mainly when you fail*

Certified Master Chef Exam 2014 to 2017





# SUCCESS V.s. PASSION

*your attitude tells the world what you expect from life and whether you will achieve it or not*

*Success fuels passion, passion does not fuel success*

*Passion is not your job , it's not a hobby, it is all of your attention and energy that you give to whatever is right in front of you*

*People get wrapped up looking for "Passion" then they miss opportunities in their life*

*Passion is not a plan, it is a feeling, an emotion*

*You create your life by living it, not create your life first and live it*



# Motivation

## Is the Key to Success



There is a myth about  
motivation.....



But it is also about **QUALITY**



Employees that are  
productive for us...and those  
that are counterproductive



# Success is determined...

## Hard Wired to Connect

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- Elevating our productive motivation
- Limiting our counterproductive motivation
- Research says....
- Our brains...
- 3-4 healthy employees.... “1 weak link”....

# ACF Culinary Team USA 2012-2016

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## My Experience

- The questions being asked
- The “why”

## The Results....

- Started from the ground up
- Like personalities
- 2014- Culinary World Cup, 4 gold medals, A world title in Cold Food Display
- 2016- IKA, 4 gold medals, a world title in Cold Food Display





# Behind the Plate Up

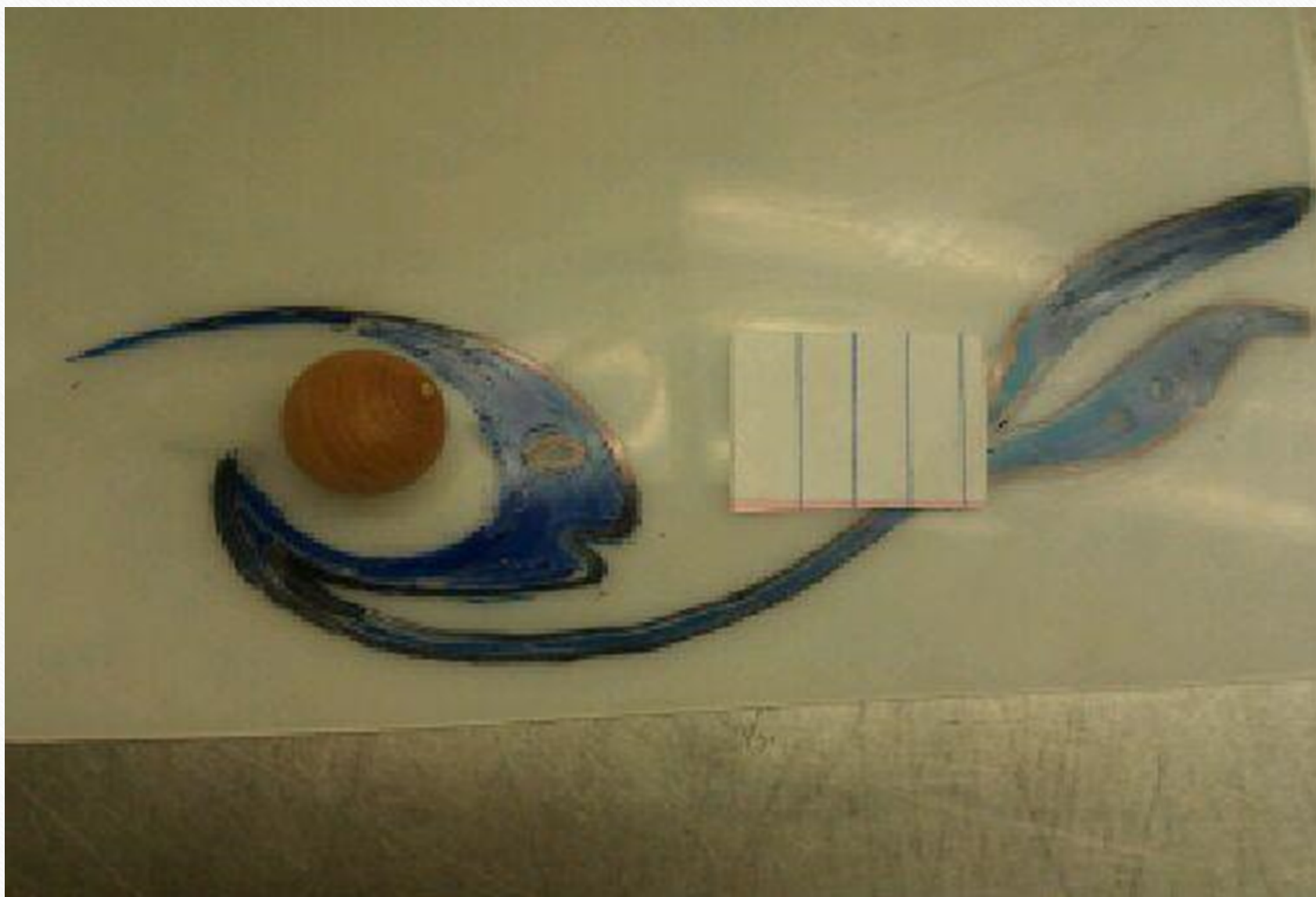
- **Food Selection**- quality, simple and complex food items, practicality, portion size
- **Shapes**- different shapes, or same shapes different sizes.
  - to many stuffed or whole, loose mixtures
- craftsmanship *“on and off the plate”*
- **Color**- Should scream “Freshness”
  - combination of earth tones and naturally vibrant colors
  - Properly prepared, seasonality, harmonizing flavor profiles, classic combinations...paints a plate
- *Caramelize to achieve a glaze on the outside of a roast*
- *Sauté for even brown color*
- *Steam to maintain fresh food color*
- *Grill to achieve proper grill marks, caramelized crust*
- *Poach for a translucent or opaque appearance*















**Fish Course, IKA 2012**





# Thank you

## Contact Information



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