

Resolving Labor Issues... It's a People Business After All!

Chris Tripoli, FCSI

Saturday, April 21 – 10:30-11:45 a.m.





Presented by Chris Tripoli

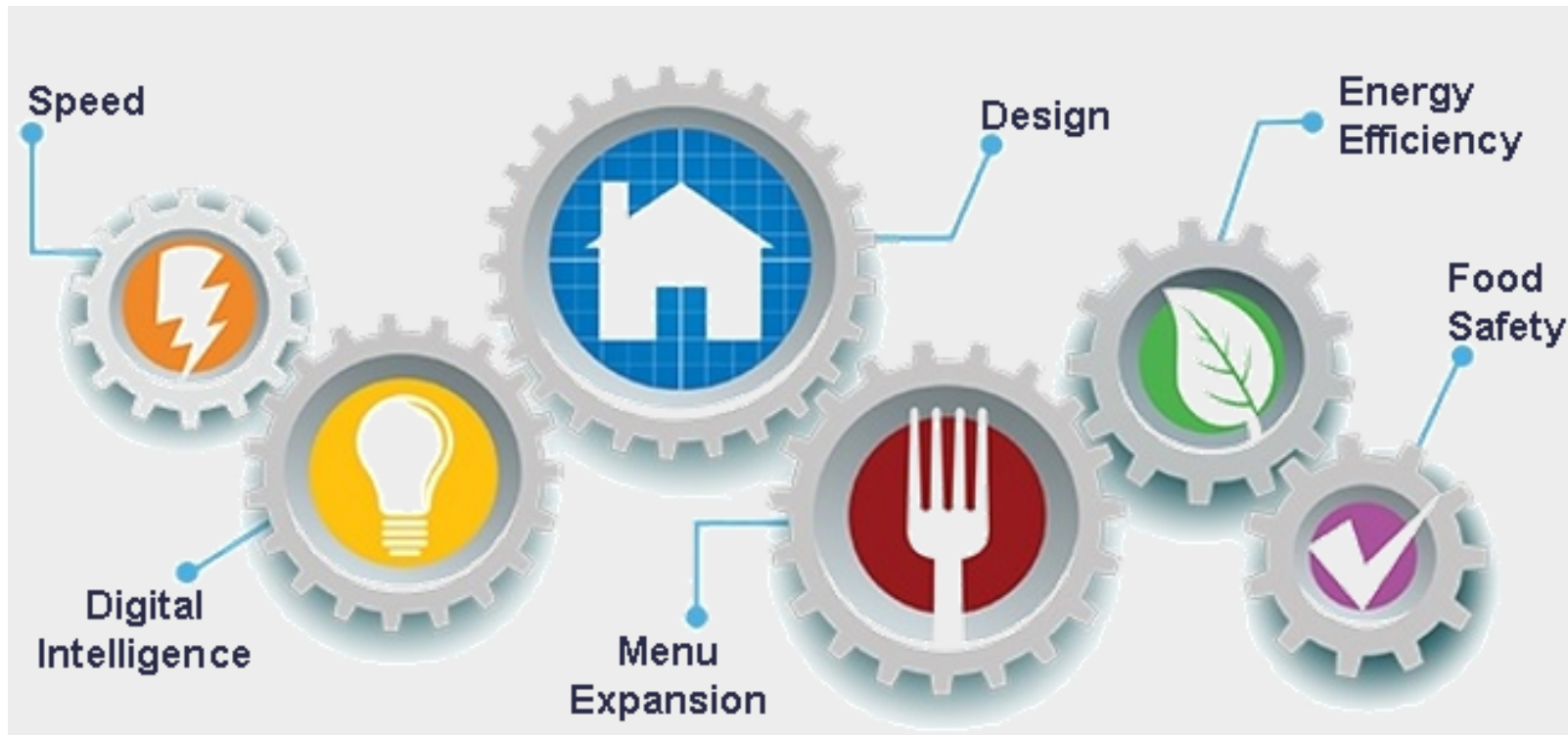
Chris has over 35 years of service in the Hospitality Industry as a designer, developer owner and operator. He graduated from Phoenix College after completing Food Service Management and moved to Houston, Texas where he assisted in the rapid expansion of a casual family restaurant chain. Later, Chris founded his first restaurant company and expanded it into a small regional chain. He has developed award winning restaurants and provided assistance to many airport, park, theatres and retail center developers. Chris consults on operations development and growth-related matters with a variety of restaurant franchisors and franchisees as well as independent operators. Chris is a recognized lecturer, educator and trainer.

Before forming A' La Carte Foodservice Consulting Group, Chris developed Truluck's Steak and Stone Crab Restaurant.

Chris regularly contributes to *Restaurant Startup & Growth Magazine* and *RestaurantOwner.com*. He developed a curriculum entitled "So You Want to Open a Restaurant" and currently teaches at The Small Business Development Center at the University of Houston. Co-Author of the Book "So, You're Thinking About Owning, Operating or Investing in a Restaurant." First Edition, December 2015 by RS&G, LLC.

Chris remains active in the Foodservice Consultant Society International and National Restaurant Association. He serves on the advisory board of The University of Houston Small Business Development Center.

Where Are We Going



Smarter, Smaller, Faster

Consumer Food Trends



Consumer
Expectations

Value



Variety



Fresh & Healthy



Service



Convenience



And Then There
Is...
Technology!

Data Snapshot

Younger diners value tech in restaurants



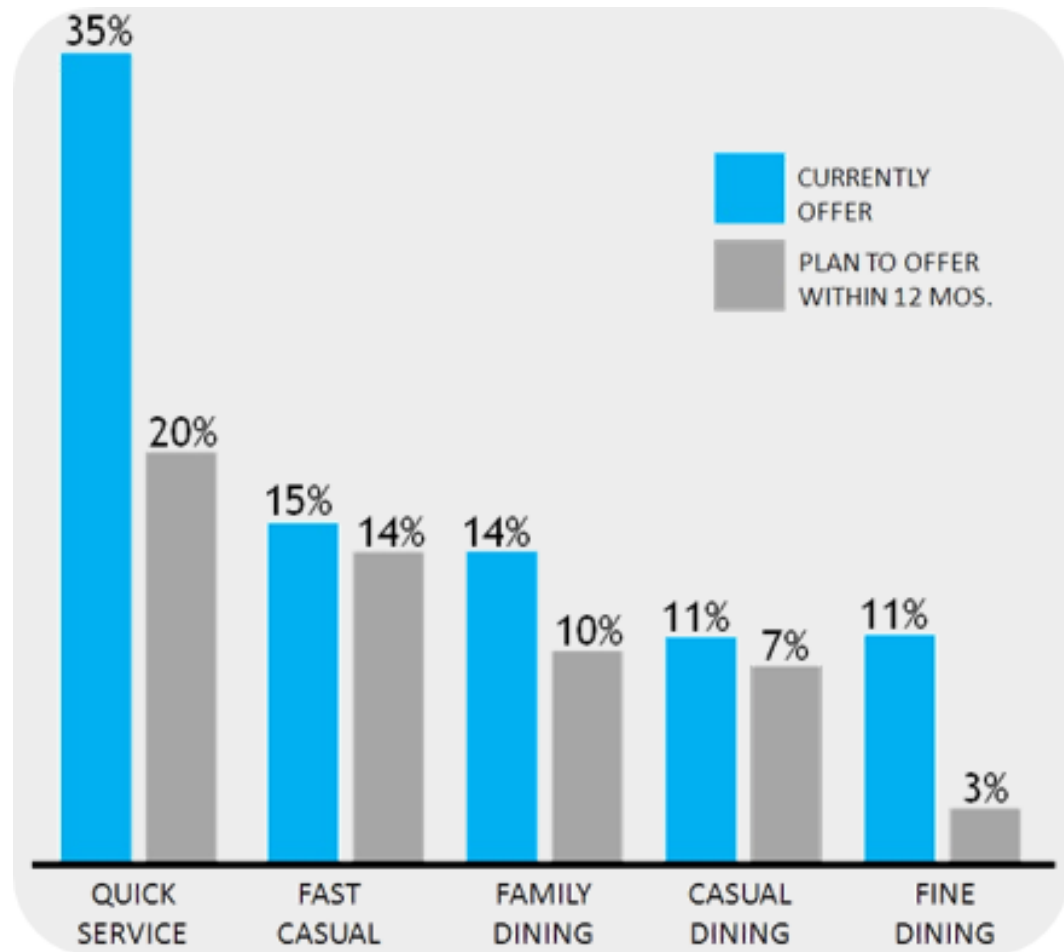
Self Service Ordering

- Some of the worlds' largest restaurant chains are letting their guests place order on computer screens in the restaurants.
- Operators see the kiosks as a way to improve service, with faster ordering and fewer mistakes.



The Mobile Movement


Adoption of mobile payment is growing across the board, but quick-service operators lead the pack, with more than half offering or planning to offer the service.



- 31%** View menus
- 28%** Look up locations, directions or hours
- 27%** Order from restaurant's website or app
- 23%** Read online reviews
- 23%** Use rewards or special deals
- 18%** Make reservations
- 16%** Look up nutrition information
- 11%** Pay for meals
- 9%** Order via aggregate website or app
(Seamless, Grubhub, etc.)



Menu Joins the Tech Movement



Top Apps for Running a Restaurant

- **Square Register** - Receives all orders.
- **Square Dashboard** - Tracks revenue and sales in real-time.
- **Lutron Caseta** - Allows managers to adjust lighting via iPhone.
- **Plate IQ** - Allows managers to track purchases and monitor item prices.
- **Gusto** - Runs payroll, workers comp, and employee benefits.
- **Homebase** - Handles timekeeping, employee scheduling, and real-time labor costs.
- **Nest Cams** - Allows managers to monitor the business when they're not on the floor.

Charles Bililes
of Souvla
“Rising Star”
Concept
Winner



“Provided there’s internet access, I can get an immediate, real-time snapshot of the business from my iMac or iPhone via email or online.”

Delivery of
the Future



Let's Not
Uber Do
It!



It's a Service
Business

R.O.C.

Return of Customer



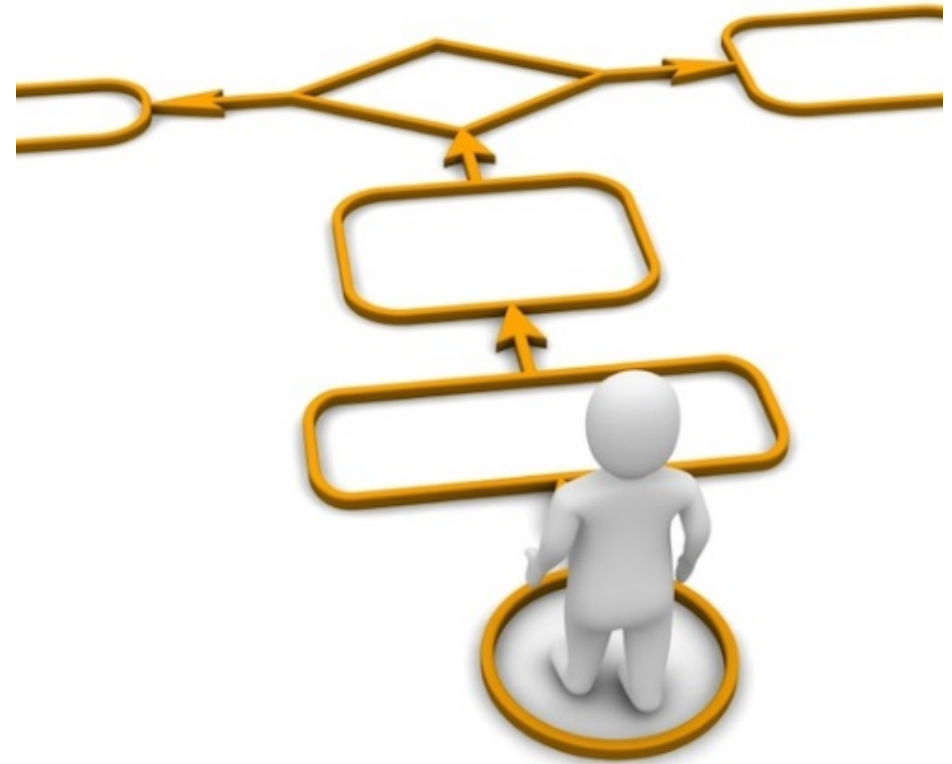
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R.O.I.

Return on Investment



When Shift Happens



Ability to Find, Train and Retain

All successful concept operators we spoke with agree that *Rule #1* is “*Select, train, and retain key people.*”

People + Product =



Millennial Staff



40-Years of Creating
Today's "Service-Less
Society"

Airlines



Banks



Convenience Stores



Grocery



Labor Issues

- Minimum wage
- Salary exception
- Tip claim – tip share
- Service charges
- Menu price increase
- Insurance – benefits





Management + Staff Handling

- ✓ Staff selection and training procedures in place.

Staff Training Tactics



**Where We
Were**

**Where We
Are**



Staff Training Programs

Then

- Best Worker Becomes Trainer
- Follow, Watch, and Learn
- Written Materials and Tests

Now

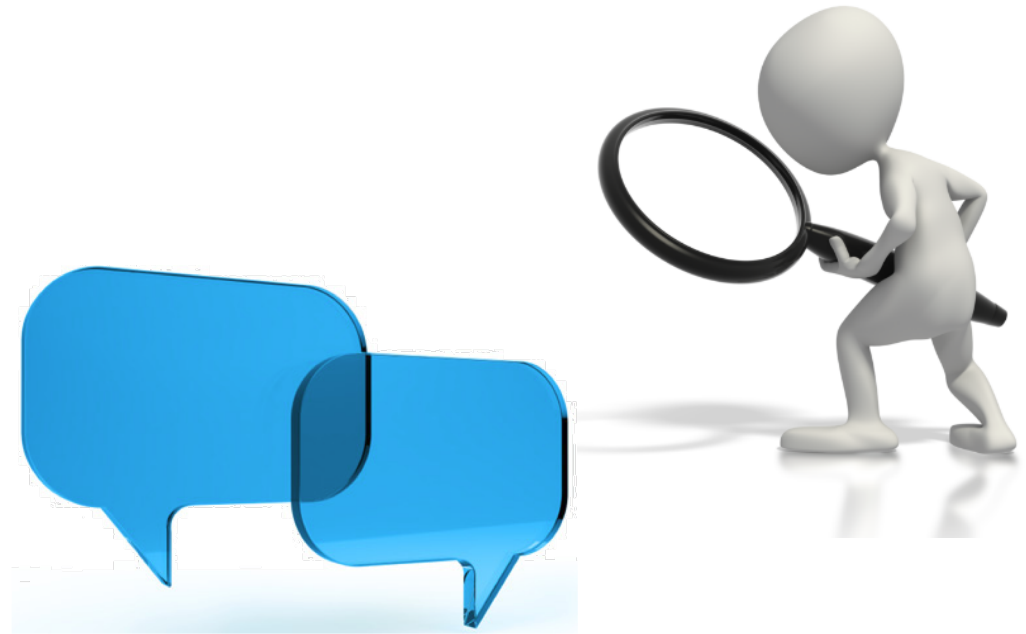
- Train the Trainer
- Engage all (5) Five Senses
- Digital Program - Videos



Training-Development Objectives

The Three C's

1. Clarity
2. Communication
3. Consistency



STICK TO IT !



A tall, multi-layered burger is presented on a wooden tray. The burger consists of two beef patties, each topped with a slice of melted yellow cheese. The bottom patty is layered with fresh green lettuce and a sauce. The top patty is topped with a slice of melted white cheese, a slice of red onion, and a strip of cooked bacon. The burger is served on a sesame seed bun. A garnish of a jalapeño pepper with a slice of cheese and a strip of bacon is skewered on top. The background is a light blue wooden plank wall.

There's Always
Room for
Better

Continued Training

- Education = Staff Meetings
- Evaluations = Not Just \$\$
- Retain Through Engagement
- Support Further Learning



Management Development



- Staff Becoming Managers
- Managers Becoming Leaders
- Leadership Relationship with Owners



Questions?

SURVEY

We ask that you all please take a minute and fill out the survey related to this session.

You will find the survey on the app, under this given session.

Thank you for your participation!

