

Be Fearful of Mediocrity

Presented by: Chris Tripoli, FCSI



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CHRIS TRIPOLI



Chris has over 40 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.



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AT 211 DEGREES...WATER IS HOT!



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AT 212 DEGREES...IT BOILS!



- Boiling water makes **steam** and,
- With steam you can power a train!

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WORKING THE **EXTRA** DEGREE...



- Finds that extra point of COS.
- Finds the lower labor cost.
- Increases the customer's PPA.
- Develops manager's into leaders.
- Positively impacts the guest experience.

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OK ISN'T GOOD AND GOOD ISN'T GOOD ENOUGH



AT&T KNOWS IT!



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FOODSERVICE OPERATORS KNOW IT TOO, BUT ACCEPT A **MENTALITY** OF **MEDIOCRITY**



- Bar Operation ??? No Problems There
- Private Parties ??? Sales Are Good Enough
- Customer Service ??? Managers Do OK
- Menu Creativity ??? We Have No Complaints

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TO BUSY TO IMPROVE



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CONTINUED IMPROVEMENT



THE ROAD TO EXCELLENCE HAS NO END

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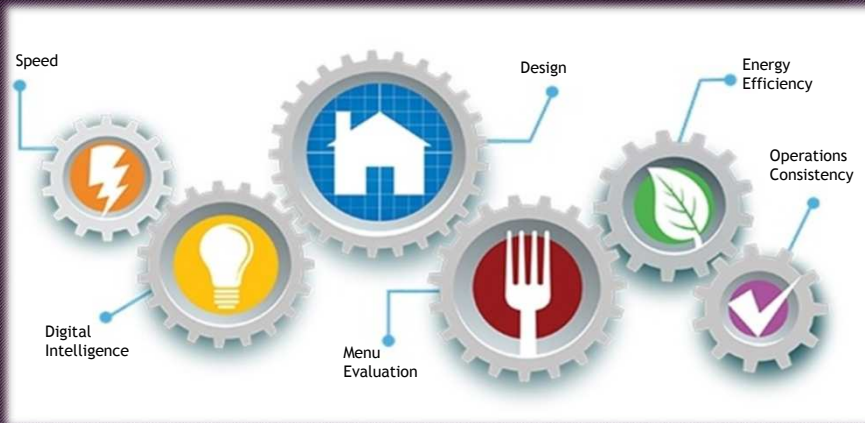
HOW DO WE GET STARTED?



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EMBRACE CHANGE



SMARTER - SMALLER - FASTER

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ENGAGE OTHERS



- Manager Meetings
- Staff Quality Circles
- Customer Focus Groups
- Industry Trends



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EMPOWER MANAGEMENT



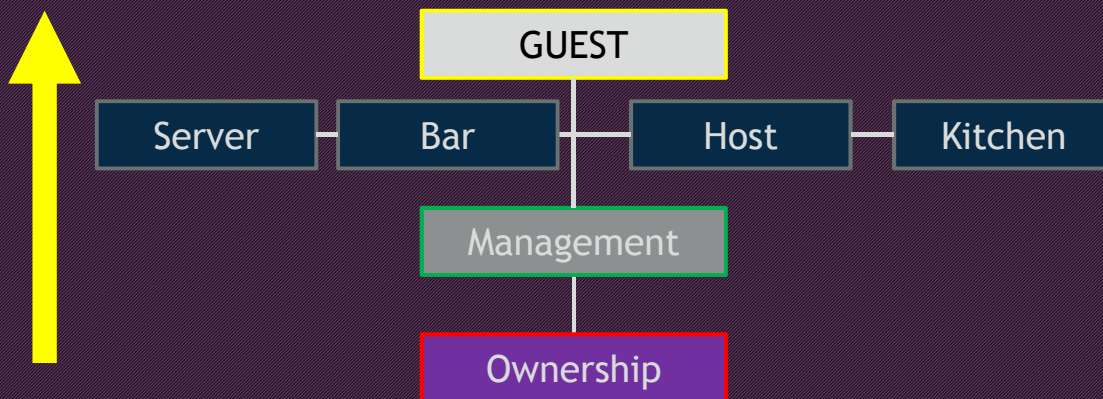
- Annual Plan
- Quarterly Review
- Monthly Objectives
- Weekly Goals
- Train Every Day



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ORGANIZATION CHART OF EXCELLENCE



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OWNERSHIP'S ROLE FOR EXCELLENCE



- Set Direction
- Provide Support
- Approve
- Evaluate

WHAT vs HOW

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MANAGING STAFF FOR EXCELLENCE



- **GIVE THEM SOMETHING TO WORK FOR** - EMPLOYEES DON'T JUST WANT HIGHER PAY NOW; THEY WANT THE OPTION OF HIGHER PAY LATER. PROVIDE AMPLE OPPORTUNITIES FOR TOP WORKERS TO MOVE UP IN THE BUSINESS. IF THEY DON'T, THEY'LL MOVE ON.
- **HAVE THEM SHARE IN THE WEALTH** - ARE YOU SUCH A GOOD EMPLOYER THAT ALL OF YOUR TOP POSITIONS ARE TAKEN? CONSIDER PROFIT-SHARING STRATEGIES OR BONUSES FOR TOP MANAGERS TO SHARE IN THE SUCCESS OF THEIR RESTAURANT.
- **GET EFFICIENT** - USE LABOR SCHEDULING SOFTWARE AND OTHER TECHNOLOGY TO MAKE YOUR BUSINESS MORE EFFICIENT. AND DON'T BE AFRAID TO INVESTIGATE CUSTOMER-FACING TECHNOLOGY LIKE COUNTER KIOSKS OR TABLETOP TABLETS THAT CAN IMPROVE THE CUSTOMER EXPERIENCE AS WELL.

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DEVELOPING A STRONG CULTURE

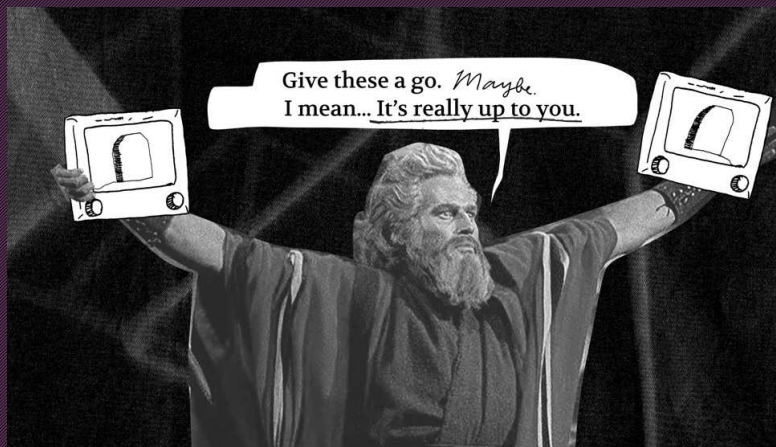


- **CREATE AND EMBODY PURPOSE INTO THE BUSINESS** - EMPLOYEES LIKE TO KNOW THAT THE BUSINESS IS ABOUT MORE THAN MAKING THINGS OR MAKING A PROFIT ESPECIALLY MILLENNIALS. TODAY'S WORKFORCE CARES QUITE A BIT ABOUT THE WORLD, THE PLANET AND DOING SOMETHING BIGGER THAN THEMSELVES.
- **ENGAGE IN SOME AUTHENTIC PHILANTHROPIC INITIATIVE** - PICK SOMETHING THAT THE EMPLOYEES CAN GALVANIZE AROUND. OR, BETTER YET, GET THE EMPLOYEES TO START AND YOU SUPPORT IT AS A TEAM LEADER.
- **LEAD WITH LOVE** - TREAT PEOPLE LIKE THEY ARE VOLUNTEERS AND LOVE THE ONES YOU'RE WITH. ORGANIZATIONS WHERE THE STANDARD WAS TO MANAGE THROUGH THREATS, PUNISHMENT AND FEAR AND CARRY A HEAVY STICK ARE LONG, LONG, GONE.

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CLARITY AND COMMUNICATION = CONSISTENCY



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MENU PROGRAMMING FOR EXCELLENCE



- Be Relevant or Be Behind (Regular Reviews)
- Listen to your Guests (Item Sales reports)
- Play to your Strengths (True to Concept)
- Price Properly (Cost, Sales Mix, Marketability)

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WHAT'S



- Clean Food
- More Spice
- Fries is Back
- Interactive Desserts



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WHAT'S



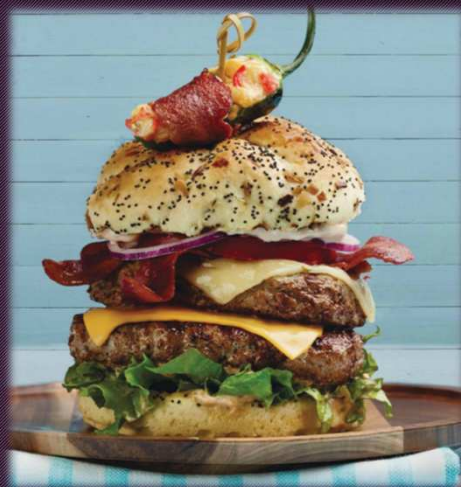
- EXPANDED BREAKFAST
- SOUP = COMFORT FOOD
- SEASONAL COCKTAILS



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THERE'S ALWAYS ROOM FOR BETTER



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MARKETING PLAN FOR EXCELLENCE



- Promotional ideas
- In-house marketing ideas
- Email newsletter information
- Public relations
- Media advertising
- Social Media
- Community Care Programs



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ANNUAL PLANNING 3-4%



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ANNUAL MARKETING & PROMOTION PLANNER



Annual Marketing & Promotion Planner

Year:	Type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Responsible Party
1)	LSM													
	Media													
	S.M.													
	I.B.													
2)	LSM													
	Media													
	S.M.													
	I.B.													
3)	LSM													
	Media													
	S.M.													
	I.B.													
4)	LSM													
	Media													
	S.M.													
	I.B.													
5)	LSM													
	Media													
	S.M.													
	I.B.													
6)	LSM													
	Media													
	S.M.													
	I.B.													

Legend:

- 1 Marketing, promotion or advertising item being planned
- Type of marketing required:
 - LSM = Local Store Marketing
 - Media = Print, T.V., Radio Advertising
 - S.M. = Social Media, Website
 - I.B. = Image Building, Public Relations
- 2 Schedule Time to plan, implement, review and adjust
- 4 Note person/company responsible for each item

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COMMITMENT TO CONTINUED IMPROVEMENT



National



Regional

Independent



Single Unit Operator

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IT ALL BOILS DOWN TO;



- We Don't Have To Fear **COMPETITION**
- WE DON'T HAVE TO FEAR **INCREASING COST**
- WE DON'T HAVE TO FEAR **TIGHT LABOR MARKET**
- WHAT WE NEED TO FEAR IS **MEDIOCRITY**

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QUESTIONS



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