Hey there restaurant pros. It's Dave Scott Peters and welcome to episode 86 of the restaurant prosperity formula. I've been coaching restaurant owners since 2003. And the restaurant prosperity formula is based on what the most successful restaurant owners I've worked with do on a daily basis to achieve their success. The basic premise of the formula centers around achieving prosperity, Freedom your restaurant the financial freedom you deserve to achieve prosperity you have to follow a very specific formula made up of leadership systems training, accountability and taking action. Today, we delve into a topic that resonates with every restaurant owner and leader overcoming the common roadblocks that can impede progress in this dynamic industry. Let's get started. But first, a word from our sponsor. We all know managing costs is one of the most important parts of running a proper restaurant especially now, but between fluctuating vendor prices, waste labor, and the never ending list of tasks that demand your attention on a daily basis. It can be challenging for even the most experienced of us to manage costs well, that's where margin edge comes in. Margin edge is a complete restaurant management software that automatically uses data from your POS and invoices to show you food and labor costs in real time. Don't wait until it's too late margin edge gives you tools to make decisions in the moment, like a daily p&l price alerts on key ingredients and real time fleet costs, all without ever having to touch a spreadsheet. Take control of your costs work more efficiently and be more profitable. Go to www dot Marjan edge.com Ford slash DSP to learn more and schedule your demo today. Every restaurant owner and leader has to overcome roadblocks in the restaurant journey on a daily basis. They range from fear of embracing change to mastering the art of effective leadership. We're going to explore these challenges in depth. We're not only going to identify these obstacles, but also army with practical, actionable solutions to navigate past them. Whether you're a seasoned restaurant tour or just starting out, this exploration is designed to equip you with the tools and insights needed to steer your restaurant towards greater success and prosperity. So let's embark on this enlightening journey together and unlock the full potential of your restaurant. I've broken this up into three very distinct segments. Segment one is internal challenges. Segment two is operational hurdles. And segment three is external and personal challenges. So segment one is internal challenges and it's all about fear of change, lack of clear vision, and ineffective leadership. First up, let's talk about the fear of change. It's human nature to resist change, especially when your current process well it may seem like it's just working just fine. But in this fast paced world, restaurants adapting and evolving is key. The trick is to start small. Introduce one small system one new system basically at a time and let your team see the benefits firsthand. Then we add another then we add another then we add another for instance if you're hesitant about implementing safe new checklist software. Try to limit what you're going to do first. Maybe it's just the manager checklist first, show your team how it can make their jobs easier and improve customer service. Remember, change doesn't have to be overwhelming. It's about well, taking those first small yet significant steps. Again, when I work with my members in our coaching program, we break it up into two weekly lessons. We don't try and overwhelm you, your implementer or your team. Each week has a lesson this is what you're going to work on whether it's a system or it's a progress week, giving you time to learn it giving you time to implement it giving you time to sell it to your team and say why it's important and giving you the opportunity to put it in place and see results and when you do it is amazing how the fear goes away. Moving on a lack of clear vision can leave your team wealth directionless. This is where your leadership shines. Right that's your job is to lead craft your vision equation. Vision equations is bigger than just you know say here's what I see from my restaurant. It's not your why. It's your vision. And that encapsulates your core values which represent who you are as a person almost never change. Your set of core values that you document that you share is how you want to guide your team to make decisions. You want to make decisions on a daily basis. Using your core values not their own. You're gonna share with them your purpose, the reason why you opened your restaurant in the first place. That again is not necessarily why that could be to make money that could be to you know, a Panera is put a loaf under everyone's arm, whatever it is. Why did you open your business in the first place? And finally, when it comes to your vision equation, you're going to share your mission. That's your plan for success over the next five years. So when you think about it when your vision equation is all spelled out your core values how you want them to make decisions on a daily basis. When your purpose why you opened your business in the first place, saddled with that as your next your five year plan. You can see how we can start to get people on board. So we don't just stop there we get that done. Then we regularly communicate this with well our vision equation with our team. We do this through internal newsletters or casual conversations. When your team understands what your vision is, when you share your vision with them, they're more motivated, cohesive. And driven towards common goals. I often say one of the major things if you read my book restaurant prosperity formula, what successful restaurant tours do I talk about the importance of the core values especially? See, when you get upset with managers when you get upset with your line employees. It's usually because they tap danced on one of your core values. They're visceral, the who you are as a person, they almost never change. Well, we need to document those core values. And if you have partners, we need shared core values so that when you're both or three or four of you are in the building, we all view the business under the same lens but more importantly, that we give our team direction, how to make those decisions, because those those core values can lead to guest satisfaction and consistency and all the wonderful things that make your restaurant. Well. Fantastic. The next piece is in an ineffective leadership and it can be a major load roadblock. It's not just about getting orders, right you do this, you do this, you do this. It's about inspiring and guiding your team. It's about being there for your team and helping them become well their best. It's about investing in your leadership skills. See this is a part of your journey as a restaurant owner is to never rest on your laurels to always be improving your leadership skills. I don't know that there's such thing as a leadership expert. There are people who are damn near experts. But leadership is an ever moving thing. We always need to be looking to learn always be looking to improve. So we can do this by attending workshops, reading books, or even getting a coach. You need to learn how to communicate effectively show empathy and lead by example now being clear on lead by example that does not be the best server host busser food runner at the same time in the world. That's showing that you follow your core values that you do things to help everyone around you become better. It's not the line employee jobs that needs to be very distinct. See when your staff sees you've got their back that you understand their challenges and appreciate their efforts more more, more than anything. It builds a strong loyal team. And it did today's day and age when it's tough to find people. I have members who are struggling to find people who start off my program I got people have been in the program for a long time. That have full staffs. You know what the difference is? Is there they learn to become the restaurant, the leader the restaurant needs, and they become an employer of choice, which is not just about great pay and she needs to be fair pay but it's proper supervision. Training, making sure everybody feels well appreciated in the business. When you become an employer of choice, then your team members go look for people like them and only the ones that they want to bring on that don't upset the applecart and you'll have new hires coming out of the woodwork because you're a great place to work and it starts with you being the leader your restaurant needs. That segment two is about the operational hurdles. It's all about inadequate training, poor financial management and inconsistent quality. You see a well trained team is the backbone of any successful restaurant. If your restaurant isn't properly trained, right, all your people, your staff, your team members. It's not just about their performance, it suffers. It's your guest experience too. So you've got to develop a comprehensive training program that covers everything from customer service to health and safety protocols. Everything you can think of there's a system a process a way to doing it, and it's your way, by the way. Remember, training is not a one time event. It's an ongoing process. It happens every day at pre shift. So you've got your initial training when somebody comes in. You've got pre shift every single day. Anytime you write someone up or give them a coaching, it's an opportunity to retrain. Anytime you put a new menu out, it's retrained, we add a new piece of equipment you we retrain We train all the time.

It is so important that we train because your team doesn't get through a busy Friday when you're short staffed without breaking a sweat if they weren't prepared for it. Training is an ongoing process. You need to regularly update your training materials to keep up with industry trends and internal changes things that I've already talked about. I can tell you, the training. Lack thereof is one of the biggest reasons we have turnover an industry and it's a self fulfilling prophecy. Why should I train them? They're not going to be here next week. Well, the reason why they're not there is I will tell you you're gonna lose most of your people in the first 90 days because they don't know what their job is. They don't know how to do it. They usually have a manager who doesn't know either and is yelling at them. Again, remember that, that employer of choice, we take care of that training we take care of proper supervision we have fair pay, we make her or team feel appreciated. This goes away. Now in today's digital age, resisting technology can leave you lagging behind. Think about what happened in COVID if you are operating COVID And you are already in Facebook and Instagram and maybe even Tiktok if you weren't already having an online ordering system if you didn't already have UberEATS DoorDash or or the like and you had to add it in a moment's notice you are behind those people that are already we're early adopter set technology. We had a leg up on you the same can be said for all different types of well, tech stack, right? You've heard that that's the software packages that you need to run your restaurant. Now, I understand that new technology can be intimidating. Maybe you're I'm a Gen X or I'm 57 years old, maybe you're a little older than I am and you're like I don't feel comfortable on computers. While I'm gonna remind you that the phone that's in your hand that $1,400 device is more powerful than anything that I ever had as a kid. It rivals any computer you have. Right? It's the internet runs apps. It's in your hand and it's user friendly. So let's get rid of the intimidating part. But we have to acknowledge that technology is a powerful tool for improving your efficiencies and gathering the value valuable data. Start with user friendly options. Maybe it's an online ordering system or a labor scheduling app. Educate your team on how these tools can make their jobs easier and improve the overall operation of your restaurant. I mean, think about it. If I've got an online ordering app, we can virtually eliminate all the phone calls which grab all your employees to stop and answer the phone. And when somebody says oh tell me about the menu, how to do this. And they're stuck. They're helping that one person on the phone, which adds to your labor cost. Hey, how about we make your lives easier and people do everything online? They start to see the benefit. Right your employer is like yeah, I want this online ordering thing. We talked about scheduling tools, or apps. Hey, wouldn't it be nice that you could look up a phone number of another employee when it's time to switch a shift or something? Would it be nice to throw us a shift up there and let anybody say I want it. Wouldn't it be nice to know your schedule just like that in the palm of your hand? Wouldn't it be nice to put requests in requests off? You see how you sell the benefit to the employee when ultimately what we want as an operator is the benefit of controlling labor. Now let's talk about numbers. Remember, I'm the numbers guy. Least I used to be poor financial management can quickly lead to disaster. It's crucial to have well solid, solid financials. It's crucial to understand your financials not to get your your p&l and leaf all the way through to the back page. Look at the bottom number and say you made or lost money and go shit and throw it on your desk. You got to have a grasp of these numbers. You have to know your KPIs key performance indicators, you've got to be able to measure and trust your numbers. That means you've got to have a budget. He's been following me for any length of time you know that I say the two most important systems any restaurant should ever budgets and recipe costing cards. Why? Because they're proactive management. You put that budget in place you put your plan in for success. Then we add accounting software which allows us that which we measure improves. We create our plan with the budget and we measure our success with our p&l So you need that software that accounting software to navigate and collect your expenses and your revenues. Then you need to regularly remote review your financial reports to understand why you're either making money or you're not making money. And that's where that budget comes in. Right What Where did I hit or miss? Where my team when I miss the numbers? What systems are my is my team not using? Where do I hold them accountable? What do I how do I retrain them, put it back in place change my plan what if they are following the systems that are hit by numbers what new systems are put in place? Change right plan. This is critical for you as a leader to proactively to run your business. Yes, we need a budget to say where are we going? We needed our p&l to see where we were and to measure that which we measure improves. But you as a leader have to use these numbers have a grasp of them to move the business forward to make decisions. And look if numbers aren't your strong suit. Don't hesitate to consult with your accounting professional. Or Brady better yet. Get my book restaurant prosperity formula what successful restaurant tours do go come to my my workshop restaurant transformation seminar. join my group coaching Code program, restaurant transformation intensive. Find another restaurant coach that calls to you. See, remember, knowledge is power, especially when it comes to your restaurants finances. You as a leader, your role is to work on marketing, budgeting, leave the team, develop your managers, hold them accountable, move the business forward work strategically on your business, to have those your budgets and working strategically require you have a strong sense understanding of your numbers. And what about consistency. That's huge. Consistency is key in the restaurant business. Your customer experience being the same great experience every time someone visits is crucial to your success. This means regular training and quality checks. They become essential. Oh we heard that training. Again. Right. Oh, we heard managers checking on things. Many of these topics meld in together. You got to conduct daily Quality audits whether that's a line checklist, or for making sure that hot food hot cold food cold that everything tastes properly to opening closing side work checklist to make sure the guest is set up for not noticing anything in the business not worrying about a spoon not worrying about something being dirty or dead flies. You've got to get feedback from your customers. And you've got to consistently train your staff to maintain a high standards. There's that training again. When quality is consistent customer loyalty it follows. Think about it this way. There are some chain restaurants out there one in particular that I that I pick on all the time and I'm trying to be kind, so I'm not going to say that that that chains name but pick one of the chain restaurants in your brain that well as shitty product. Got it? Whatever that one is for you. And then visualize right now do they have a line of people this one concept for many, many years had lines of people to get into this concept. Food is not good. But you know what it was? It was consistent. It could suck in every single place you'd go to, but it was the same every place you went and we can laugh about that. Or we can realize that consistency is critical to your success. And that's where training and standards. They all come into play. Now our third segment is external and personal challenges. And that's all about neglecting customer feedback. Burnout, or lack of work life balance and ineffective marketing strategies. In the age of social media and online reviews, customer feedback is more important. Well now more than ever ignoring it is a missed opportunity for well improvement. How often you find yourself I don't want to look at the Google reviews. I don't want to look at the Yelp reviews. I don't want to look at TripAdvisor. I don't want to look at where anything. You think that burying your head in the sand is the right tactic. I'm going to tell you if you actively seek out feedback from your customers since surveys, common cars and online platforms, things will change for you. And when you won't receive that criticism. Don't take it personally understand that. Yes, there are times that that customer does not fit your concept. But I want you to think where there's smoke, there's fire. It's an opportunity to say what went wrong. What can I do to change? Use it as a tool to refine your operations and enhance your customer service satisfaction if you will. running a restaurant is demanding and it's easy to get caught up in the hustle and forget about work life balance. Because one of my member mentors talks about when she came through the program

Dasia you don't get a second chance for first. You'll get a second chance for your kids first birthday. You don't get a second chance for your kids first T ball game you don't get a second chance for your grandmother's 85th birthday. You don't get a second chance to go out to dinner with friends who have been visiting you haven't seen in 14 years. You don't get a first you know a second chance on a first anything.

And when you think you're working your ass off for your family but you miss out on all the first you're not going to feel good about yourself and your family is going to feel left out your friends are going to feel left out.

So we need work life balance. And I want you to think about it this way. Remember a burnout owner is not good for business. You're the leader. You're the head of the chicken, you're the head of the snake, you are the leader of the business and if you come in on a daily basis Uh hum card, woe is me and blah blah blah. That's how your business is gonna run. Because everybody's feeding off you and your energy. So you need time off and in fact, you need to additionally encourage your staff, including your management team to take their days off to rotate shifts and promote a healthy work balance. See, when you and your team are well rested and happy. It reflects in the quality of service and the overall atmosphere of your restaurant because everyone feels good. That's one of the major changes we've had to see a reckoning in our industry why we had the exodus from the restaurant business after the COVID-19 right once that came back, people didn't want to come back. They were tired of being yelled at. They were tired of being working 80 hours a week they were tired of customers chewing, chewing their butts out and so on and so forth. It became an industry that people don't want to come back to see when we again become an employer of choice and we give people two days off in a row. We restrict them say managers only work 50 to 55 hours a week not at unless it's a Fourth of July weekend or something unusual. Not on a routine basis. When we make sure our team feels appreciated when we pay that Employer of Choice stuff really matters. And a major part of what millennials and younger are looking for is that quality of life. It's not just about work. In white, it's a wake up call needs to matter to you too. Lastly, let's touch on marketing. And see if dining options out there standing out is crucial. And if your marketing strategies are outdated or unclear, you're missing out on attracting new customers getting current customers who visit more often and even spending more each time they visit. Develop a targeted marketing plan. Use social media showcase your dishes, but not just pictures of your food and you got to make sure you share behind the scenes a glimpse of how your restaurant runs and personalities with people including you. You've got to engage with your community participate in local events. increase your visibility whether it's at schools, whether it's in in festivals. Get out there be a part of your neighborhood. Remember effective marketing is about telling your story, your restaurant journey, connecting with your customers and this is important. This goes back to the beginning where we talked a little bit about we said the vision equation I said it's not your y this is where your y comes in, why you got into business, why you do what you do. What makes you different from everyone around you. You've got to share with people all the time with that big flag that better follow me. This is where we are this is where we're going. And this is why we do what we do. Now your marketing has purpose. As a wrap up, remember that overcoming these roadblocks starts with recognizing them. Whether it's fear of change, lack of clear vision or ineffective marketing strategies. Each challenge has a solution. It's about taking the first step whether it's small or big towards improving your restaurant. Don't be afraid to make the necessary changes. Your journey to restaurant prosperity is ongoing. And every step you take is a step towards success. Hey, that was an awesome episode. I want to thank you for taking the time to take action on building a better more prosperous restaurant. Before you go. I want to give you these three thoughts one by combining leadership and taking action with systems and training being checked by accountability. You are on your way to creating prosperity for you and your restaurant to is something I need from you. Please leave a review on Apple podcast Spotify or wherever you happen to listen to podcast by leaving us a review other restaurant pros seeking out this information are able to find it. I read the reviews and hearing how this information has benefited you does wonders for me. And three if you find any of the discussions helpful share them, the more restaurant pros who have access to them, the better we become as an industry for more restaurant resources or to get in contact with me. Connect with me at David Scott peters.com. Be passionate about what you're doing. Be persistent, but more importantly become better and help everyone around you become better and your restaurant is going to kick some ass.