Hey there restaurant pros. It's Dave Scott Peterson Welcome to Episode 52 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. Your restaurant and the financial freedom you deserve. To be prospered, you have to follow a very specific formula made up of leadership systems, training, accountability and taking action. These topics centered around the question of are you allowing excuses to stagnate your growth? You definitely want to listen to the whole podcast started. But first, a word from our sponsor. This episode has been brought to you by repeat returns. If you're a restaurant owner of a medium to high volume, independent restaurant, multi unit or franchise operator, and you're looking for a proven and realistic solution to attract, grow and retain customers then you need to visit repeat returns. Repeat returns is a modern marketing platform created by a restaurant owner for restaurant owners. each customer's habits and patterns predicts the most profitable outcome for your restaurant every single day and deploys a marketing to make that happen. You'll never lift a finger to see if repeat returns is right for you. Visit repeat returns.com forward slash DSP either restaurant Pro, before we get started today's topic I want to ask you a question. Did you know that there are additional free ways to get great content on how to achieve restaurant prosperity, implement systems and make more money than I offer? Make sure you check out my blog at David Scott peters.com on a weekly basis. There's my Instagram page, David Scott Peters and the big one my YouTube channel where I post weekly video tips to help you run more profitably. And it's YouTube. David Scott Peters. There's my Facebook page. David Scott Peters biz, that's David Scott Peters bi z where again, more conduct gets posted. And there's my exclusive private Facebook group for restaurant owners and it's called restaurant owner coaching and support now I bring this up because you really need to join my Facebook group if you want to have free access to me almost on a weekly basis. I do a Facebook Live called shoot the ship with the SP SDS because VSP happens every Friday at 8am Pacific Time 11am Eastern time on my Facebook page, or this private group travel scheduling permitted. What I do is I asked you to spend about 30 minutes out of your day to get pumped up about the upcoming weekend get excited about crushing your goals and finding the motivation to be the best you possible. So again, if you like the content on my podcast you're going to love this weekly live tip was I answer your burning questions? So it's your opportunity to say hey, I want access to you, David, I've got a question about running profitably, my managers mindset, whatever it may be, you get to ask me live and I'll do my very best answer right then and there for you. So again, free access. I wanted to give you a sampling of what these Friday mornings these motivational sessions can be like on shoot the shit with DSP by sharing with you a topic I covered a couple months back. So on this STS with ESP I asked the question are you allowing excuses to stagnate your growth? And here's what I shared. Let's get started right now. Are you allowing excuses to stagnate your growth both personally and professionally? That's a big question. Right? Are you allowing excuses to stagnate your growth personally and professionally? What do I mean? Give me some examples of what I mean. Personal excuses can be things like I'm too tired to workout. And that result by saying that over and over again. You remain out of shape. You're probably you're heavy and you want to be and you don't feel good about yourself. Then we've got things like I'm not good at math. What's the result? Every time you say I'm not good at math, you make a vote for that's who you are. Then it gives you a negative thought process that continues to reinforce that negative belief so you will never be good at math. Another excuse might be I don't know how to manage my time better. Well, what's the result? You raise the white flag since you don't know how to do something you shouldn't even try? Change that excuse to anything you want to accomplish. Now there are professional excuses and let's be restaurants specific shower because that's what we do. I don't understand the kitchen. Right? That's giving yourself permission to not go back in the kitchen because you're not a kitchen person you you don't want to put yourself in a spot where you don't know what you're talking about. This has caused it causes complete abdication of your kitchen and makes you a hostage whoever's running the kitchen, they could be doing a good job or they could be doing a bad job. You have advocated you've given up control to somebody else and you look the other way.

Well, how about an excuse of that Yelp review is from somebody who isn't really one of our customers. Well, I'm gonna tell you right now, while Yelp is not always my favorite place to be, I still want great reviews. And I understand there are some bad reviews. And all too often we ignore them. We say the excuse that that's not my customer. This basically says the result of that is it says we don't need to look at ourselves prying and prove. It says the status quo was just fine. And I will tell you where there's smoke, there's fire. It could be the one employee that you decided not to let go that is creating bad Yelp reviews. But you felt like you can't let them go but instead you're tearing your customer down your business down one customer at a time but now with social media 1000s How about the excuse, I already know what to do the result? Basically, this keeps you from learning new things, but more importantly, it allows you to not take action because you already know the solution. You could fix things at any time. Then why don't you another excuse might be nobody else can do this task. What What do you mean it's a task. There's a system a process a way to doing anything if you take the time to document it, to train it to make sure you have somebody who can do it your way. So the result by making that is you're making yourself feel important to masking the fact that you won't make you won't make the time to train someone else. This ensures you'll never change. So let me give you a little bit of storytime here. In my family. And you can imagine my family. If you've known me for any length of time, I'm kind of a sarcastic person. It's probably an understatement. Well, that means my children are my wife is we have a high level of humor and quips in my house when they're home because they're adults now. Well, when someone starts to tell another family member, why something didn't get done. One of us, one of us will immediately reply with you know what we call those excuses. I mean, my kids learned early on that if they gave me an excuse, we'd sit there and say, I don't understand. You're just making excuses of why you didn't do something. Well, it is an excuse. It's an excuse. It's kind of like permission to let yourself off the hook. So these excuses that we tell ourselves for personal these excuses we tell ourselves for business. These excuses we tell others of why we didn't do things are exactly that excuses. Because it's just giving yourself permission to either believe in something negative or give a reason why you didn't do something and it is just that excuses are just excuses. I'm gonna how long you've been following me. You may or may not know that. That basically after selling my last company that I started in 2003 and sold in 2018 Actually, my business partner bought me out I really didn't want to, but I had to make an analysis. Is this a good decision for my family? So when selling my company, I lacked the motivation too much because I lost my identity. I was the restaurant expert. My company was the restaurant expert.com At least that was a website. I spoke all around the country three to four times a month, developed software to handle every aspect of your business. I did seminars and workshops created products for training. Like my identity was being the restaurant expert, the systems guy, the prime cost guy and when it sold, I lost my identity. I failed to create other identities. I wasn't working out I wasn't going out with friends. I wasn't doing anything. I focused in on my children but it was all my work. That was my identity. And so, you know you sit there add to that the pandemic and the pandemic basically was right when I was starting this new company. So, understand when you had hard times I had hard times. Imagine being a restaurant coach restarting your business during a pandemic. Well, there were some a few ways that impacted me negatively. And I allowed my excuses to perpetuate the problems. I put on weight. While I wasn't feeling good about myself. Now I've always battled weight on and off. I was an athlete in high school I was a scholarship athlete in college I was a rower and a D one school. I know what it takes to be in shape. And I've been in shape and how to shape and shape out of shape over the years. I'm 55 years old at the time recording this. So I didn't feel good about myself. I didn't have my identity I allowed excuses to stop me. And I had nothing but excuses because I worked from home. So my excuses are I was too tired to work out. I've got too much on the new business. I've

got all these things I got to do. I don't have time. I don't have time to make time to do other things. So it wasn't my happiest time but I allowed the excuses to perpetuate these problems. Finally, I decided it was time to change. I could stand myself. You know I'm a human being just like you. So I have emotions. I go up and down. While I don't think I was clinically depressed, I wasn't happy. Let's just put it that way. And I thought back to my days when I was an athlete, I was a rower in high school, and college. It's been 33 years since I rode and I needed to get back in shape and I knew that that might be something that would fit me because, you know, I like lifting weights, but I find my way out of it if I don't have a partner I'm not a runner. I used to bike. But I'll tell you, you know that's not the best thing to do when it's 100 plus degrees here in Phoenix, Arizona. So I talked my wife into something I've been looking at for a long, long time. It's an exercise device called an oral board. And an oral board is a stand up paddleboard that you put on it a sculling mechanism for a single which means it turned it into a boat that I could roll and it's the sport of crew. Okay, so two oars in hand a slide, sliding seat, which in this case was your sliding feet. It was a fixed slide, but it mimicked a single and I got this thing and I went out to Lake Pleasant here I drove 40 minutes to get there, take it off my roof cup, put it on, put it all together, go out and I found joy again. I still had my restaurant coaching business that restarted but now I was remembered. Oh, I was an athlete once I was a rower and it brought me joy to go out to the lake. And from October of 2020 to August of 2021 I went out there 345 days a week. And my wife kept saying David, why don't you join a rowing club? And at the time I was the pandemic was lifting we thought and I started speaking again I went to Miami Beach, Florida and I was a guest rower at the club there and it got into a single and this book goes fast where the cardboard is like a mountain biking go slow. Then I spoke in New Orleans and I went to New Orleans Rowing Club and I got out and the single spoke goes fast. Then I contacted the club here in Phoenix, one of them Rio Salado Rowing Club my wife said you should go I contacted learn a little bit didn't hear back and went to Las Vegas to speak. And I went and rode as a guest row at the Las Vegas Rowing Club and the bug bit me. Then August 17 I got back in the water in and ate at Rio Solana Rowing Club. And I have never turned back I row six days a week at 5am or 5:30am. I've competed now in head races and now in sprint season. I'm back and competing in masters rowing taking my body from at the time 258 pounds but when I started the report, I was 268 which is big for me. I'm six foot three, that's a lot of weight. By the time I was rowing for the club, I was 258 I'm now 233 I have conditioning that I've never I haven't had in many, many years. 33 years probably from when the last time was a competitive rower and I'm in love with the sport again. And I've gotten an identity I'm healthy. I've got another identity as a rower. I'm a father, I'm a husband. I'm a restaurant expert. And how important is that he finally ditched the excuse. I finally took action to change my personal life, which changed my business life. Because as a healthier person, somebody feels better about myself. I'm a better coach for you. It seemed back in 2003 before I started coaching independent restaurant owners. I also had an excuse I had a thought out there that before I started my business. There were many other people that I know probably know how to run a profitable restaurant more than I did. Because I'd gone to as a chain operator at the time I went to the restaurant leadership conferences at attendee

Darden group and Melman group and like people were inseparable. They just built these big concepts one after another and like Man, these guys know so much more than I just met fueled my fear to start my business as a coach. He created an action. But then when I decided to take action, I formed my company I formed the diamond LLC called Smile button enterprises. Why smile when Enterprises for a restaurant thing when my dad died when I was 30 and he was a creator of the smile button back in the 1960s at the smelters. The gas company had sentimental value to me. I purchased equipment to record and and put on seminars and I booked my first workshop. Like I just went out there and I did I created a product $97 product I started I took action. I stopped with the imposter syndrome excuses. And I realized that I know more than my audience will know. I will tell you from then to today 20 years later, I know so much more. But the fact the matter is take action. Stop letting the excuses stop me dead in my tracks. Somebody else knows more than me. Just the other day internally. I got member mentors. These are some of my most successful members that are now helping me help my members get the most out of my group coaching program. And what am I never met? There's needed some coaching on how to work with one of our members who was you guessed it throwing up some excuses. Excuses like the program goes too fast. Now, granted, it is a 24 week program. Every week you get one lesson one homework assignment you've got to do. And it's been created so that it's not overwhelming but it happens where I say restaurant heavens. So we extended the 24 weeks to 30 weeks of group coaching which allows you 30 weeks to complete the program, as well as an additional rest of the year going from weekly group coaching calls to monthly and the program goes too fast in this person's eyes. It was that they fell behind felt overwhelmed and allowed excuses say I'm overwhelmed. I shouldn't do another excuse we already know what to do. If you know what to do. Why aren't you doing it? There's a reason why some people join my program some times that you don't know what you don't know. And sometimes you know you're supposed to do what you need somebody to kick your ass. Why am I a healthier person today? I know what it is to be an athlete. I was a scholarship Do you want to lower division one rower? It was in the height of my career. I was 195 pounds was 2205 by the time I was a senior 9% body fat like an athlete. I know what it takes, but you know what I need to do I'm more successful and I was a rower again, because I joined the club and as a coach, he tells me when to show up and what to do. So sometimes you may know what to do, but you need some accountability. You need the group to push you along, but you have to participate. But if you throw up an excuse, I don't know what to do then why be in the program in the first place? Another excuse? Why do we need those systems? What can be done in my accounting software? Well, because your accounting software is by the way, a rearview mirror. It's a reactive tool where the systems it can grow. So we start with a budget we budget purchasing we budget scheduling to go into the week on budget. But when you throw it away my accounting software does all this. You're giving yourself an excuse why I shouldn't take the time to implement the system. My favorite restaurant owners of course you don't have time. That's why you need to get into the program in the first place to have restaurant prosperity, Freedom your restaurant, the financial freedom you deserve. It starts somewhere by taking action ditching the excuses and moving forward. By the time you're done with the program. You will have a life you'll have at least two days off in a row work strategically on your business. You'll have managers and know what to do you have systems in place to hold them accountable. But if you say I don't have time, it says you won't make the time when my favorite I'm the only one that can do these tasks. I'm the only one you're telling me. You can't teach somebody to put in numbers into your QuickBooks. You don't have an accountant. You're telling me you can't teach somebody how to work. You're telling me you can't teach somebody how to write a schedule. You're telling me that you're so all important. No, those are the things that create the prison for you. The restaurant being a business is art, these excuses. You understand what I'm saying? I can guarantee you that you understand this members pain and if probably flashing the very same excuses. If this member say stuck in a fixed mindset that these challenges stop you then you're tracking the excuses, that fix mindset and he allows or he or she allows the excuses to rule what do you think that members results will be? No change, wasted money, wasted time, whatever you put in and being very unhappy with the way your business is going where your life is going. Now I'm gonna tell you the good news is this member did make the mental shift. They did drop the excuses and your cash right now. Like truly changed in your life. It was this moment when you finally ditch the excuses that you accelerate your growth. And I couldn't be more proud of his members and the changes that he's making in his business. Don't get me wrong. We all find ourselves from time to time stuck in a rut and allow excuses stop us dead in our tracks. Every one of us we're human beings. The key is recognizing what happens and making a conscious decision to change. You've got to say, Oh, I recognize I'm throwing up excuses. How do I change that to a growth mindset that yes, there's a challenge but I can outwork it. I can spend it I can I can learn what to do I can overcome this challenge. Are that is to recognize some of those warning signs. One of my favorite is when you start to use the word bot. I could put that system in a great system. And now the excuse for oh, by the way, the moment you say the word but to indicate anything positive. Let me put to you in an easy way. That's a great shirt, but I never wear it. Right the moment the word buck comes out of your mouth, you negate anything positive and you allow excuses to hold you back. So if you've got this word, but as a part of your vocabulary, you start throwing it up you need to get rid of it. How about answering before somebody asked you a question you answered before that person finishes asking the question, but you're so hopped on to show why something can't be done. You don't even let somebody finish the damn question. Are you doing that? If so, you're being in a fixed mindset and allowing excuses to tell you why things can't happen in your business. How they won't have in your business.

When your favorite wine doesn't go well with cheese. Like I'm gonna tell you. We joke about this with me I can wine with the best. Like I truly can complain. I try not to but I have a propensity to kind of complain about little things and wine wine wine. My wife reminds me so in that wine doesn't go well with cheese and you'll hear yourself whining you got to stop yourself. This is something that I have to always be conscious of and work on. So here's what you can do about these things that you notice when you start going out of fixed mindset when you start to allow excuses to stop you. Number one is learn every day. Again, I give you a full list of things that I provide you from my Facebook group, to YouTube channel, to my blog to my Instagram page, and there's probably some other things I got a Twitter account out there but I don't put a lot on that those others are channels on the work on it. And rumor has it we're gonna started to catch up. With that said there are other experts out there there's other places to go other podcasts other places to be your job is to always consume because you don't know what you don't know the most successful people I've ever worked with understand they don't know what they don't know which mistakes to learn every day. You have to be willing to fail. You're an entrepreneur. Failure is an opportunity to learn. Learn from your mistakes. Now I hope in my group coaching program, I help you avoid the big mistakes that cost you money because I've already made those mistakes. I've tried to give you franchise dream for the person who want a franchise here's a proven system. Stop making those choices. Just follow this plan to success. The big one is you need to take action. Stop making excuses of why you can't do something while you're delayed. Take action today. I don't care if you have a list of to do's because we always do it. You're never going to be have a blank to do list. What you have to do is you have to separate those things that are important. Everything's important to those things that are urgent. They're required to work on right now. And take action on at least one of those items and you're gonna feel better about yourself in you're gonna move your company forward instead of feeling like oh, there's too much to do. Excuse Excuse Excuse start taking action. Become a coach. I'm not the only coach available to you. I hope I'm the one you want to work with. But you need to take on a coach. That's how I'm better with as an athlete now back or I should consider myself an athlete again. When I get a coach every year on something, marketing, how to create a better program, because I by speed somebody else has done it and somebody can hold me accountable and help me work through their system process a way to become better. It's time for you to change. It's time for you to take responsibility for your actions. It's time that you get everything you want out of life and your restaurant. And it starts today. By dropping the excuses that we're going to tell you. If you're ready to ditch the excuses and take your business to the next level. Maybe it's time for you to jump on a discovery call with Ryan James. He's one of my most successful members. He's a member of mentor in my program, which means he helps other brand new members go through the program and get greater success faster. And he's now taking time to talk with people just like you are interested learning more about our restaurant transformation intensive group coaching grant to book a point with him to get on his calendar and get a free video lesson from me. Once you go to my website, David Scott Peters Davis computers.com and click on the link in the upper right hand corner which says watch my free video series and opt in today. That's gonna give you an opportunity to one get the free video lessons from me to jump on Ryan's calendar and if after talking with Ryan, you both deem you want to go to the next step I will give you an hour of my time for free. And I'll learn more about your business your challenges. I will show you what you need to do to make change in your business, how to drop the excuses and ultimately we started working together. I'm not gonna let excuses stop you dead in your tracks. I can guarantee you that. So today is the day. Ditch the excuses and take action. It 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. By combining leadership and taking action with systems and training being picked by accountability. You are on your way to creating prosperity for you and your restaurant. I something I need from you. Please leave a review on Apple podcasts, Spotify or wherever you happen to listen to podcasts by leaving us a review other restaurant from 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. For more restaurant pros who have access to them, the better we become as an industry. We're more restaurant resources or to get in contact with me. Connect with me at David Scott peters.com and 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.