



## **Customized On-site Training:**

We customize on-site training in all areas of restaurant operations, our schedule is flexible we provide training when it works for you.

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### **FRONT OF HOUSE OPERATIONS:**

A customized training and development process, designed for managers, team trainers and restaurant leaders. Using a hands-on, collaborative approach, we work with you to develop an in-depth training needs assessment, and identify key actions required for running a successful Front of House. We use a customized assessment of the key indicators that make a front of house team successful. At the same time, a guest satisfaction survey is conducted to get current qualitative and quantitative feedback, to help you hone your action plan around the key success indicators. Working with your key operations leaders, we help identify both opportunities and current areas of strength, and develop these individuals' ability to make important operations calls in the future. This customized on-site training will enable you to develop your restaurant to the next level. Area of focus is customized for each operation, and can include:

#### ■ **Sales and Service Standards:**

- Steps of service
- Timing standards
- Team member Communications do's and don't's
- Standards around resolving customer concerns
- Staff Uniforms

#### ■ **Cleanliness Standards**

#### ■ **Systems for Operational Excellence**

#### ■ **Staff Engagement (and your ' employee value proposition'):**

- Hiring Standards

#### ■ **Measuring standards:**

- Guest feedback cards
- Mystery shoppers
- Peer observation
- Audits/peer reviews

### **BACK OF HOUSE OPERATIONS:**

A customized training and development process, designed for general managers, chefs, cooks, kitchen leaders and trainers. Using a hands-on, collaborative approach, we work with you to develop a detailed and in-depth training needs assessment, and identify key actions required for running a successful Back of House. We use a customized assessment of the key indicators that are required to run a profitable kitchen that consistently delivers great food. The key indicators that make your kitchen team successful will be customized for you, so that you can build on the learnings. Areas of expertise include:



- Food Quality Standards: flavor profile, menu execution,
- Kitchen Design and Flow
- Efficient Kitchen Operations: cleaning schedules, receiving procedures, timing standards, waste/yield calculations, order guides and par levels
- Menu Item Evaluation – execution and menu engineering
- Staff Development and Engagement
- Product Review
- Creating routines for monitoring Operational Systems
- Creating a systems implementation process to allow you to control key aspects of your business.

## **FOOD DEVELOPMENT & MENU DESIGN:**

This training is relevant for kitchen leaders or general managers. For fresh new items for your menu, or a fresh way of looking at your current menu, we can help you with design, preparation and plate presentation of food – your whole menu, or just a few new items. We will use our experience and your feedback to design sure-fire favourites for your guests to enjoy. Once the recipes are developed and approved, we can:

- prepare staff training materials, including builds and recipes
- lead hands-on training for your staff
- support your team through a trial-run process

## **THE “GREEN” KITCHEN:**

We have expertise in helping restaurateurs navigate responsibly in one of today’s more prominent topics – the environment. Being a responsible company no longer means that you just need to provide good and services at a fair price; now this must be done with as little impact on the environment as possible.

We help kitchen leaders and general managers understand the impact on profitability and sustainability in the following topic areas:

- The one hundred mile diet.
- Recycling and reusing.
- Natural gas usage and monitoring. How to improve.
- Eco choices for paper and packaging.
- Ocean wise seafood options and restaurant certification.
- Organic products – pros and cons.
- Seasonal Menu Development



## ENHANCING YOUR WINE PROGRAM

We offer interactive workshops to cover both front and back of house components of your wine program, covering a number of key areas which will ultimately effect your guest:

- Educating your servers and managers on basic wine knowledge
- Basic food and wine pairing with your menu.
- Wine tasting and food component tasting
- Upselling the guest in a proactive manner.  
How to present and serve wine your guest.
- Reduce spillage/ waste – how to probably rotate and store wines
- Developing a wine pairing program
- How to write a concise but comprehensive wine list
- Taking a regional look at wines

## MARKETING EVALUATION AND TRAINING:

We take a hands-on approach and provide expertise in current best practices in marketing, advertising and public relations. We complete a thorough review of all the basic elements of your existing marketing plan. Who's your target market(s) and how well do your product, price, location and promotional activities match to the needs/wants of the target market you've defined? What unique marketing challenges are you currently facing and what are some of the unique opportunities that your business can leverage to improve your overall sales? From the fact-finding, we'll work with you to develop an action plan that will drive revenue. Our areas of expertise include:

- development of your unique selling proposition
- four-walls marketing
- best practices in social media
- promotions that get results
- developing partnerships
- cost-effective advertising solutions
- measuring the success of your marketing initiatives and activities

## PEOPLE MANAGEMENT AND DEVELOPMENT

The most expensive resource in a restaurant operation is its people. In no other industry is there so many people involved in the delivery of the final product to the customer, and alignment of each individual with the business objectives is critical. Restaurateurs need to invest wisely in their people resources in order to survive and thrive in this competitive business.



We provide expert advice – based on our years of proven success in the business, and proven business models – to help you apply approaches that have been proven to maximize the value of your investment in your people. Our approach is unique and customized – based on the needs of your business.

We provide thorough assessment, solution recommendations, plan development, and coaching to help you succeed in the following areas:

- **Personal effectiveness** – using the individual’s unique strengths to maximize personal effectiveness. Developing skills at communication, coaching, stress management, and team building are core to a restaurant leader’s success.
- **Developing a vision and plan** – we start by working with the leaders in the business - to determine the restaurant’s Unique Selling Proposition; we’ll coach you through the process of how to develop a vision, and then develop the plan to execute that vision for the business that meets your personal and professional goals.
- **Succession planning** – planning for the leaders of the future. Our expertise includes working with leaders to develop a sustainable and effective plan for developing the high potential leaders of the future.
- **Leadership Development** - This profile gives the participant a perspective on his/her style, and the impact of their style and choices on employees, suppliers, and customers, personal leadership style – leveraging your strengths & mitigating weaknesses.
- **Recruitment and hiring** – we’ll help you learn how to maximize the value of the time spent on recruitment and hiring; and maximize the success of the recruitment, selection and hiring process.
- **Interviewing and selection** – we’ll develop a plan for you, teach you or your management team how to do this in a practical and effective manner. Or, you can outsource your seasonal interviewing and selection to our team of professionals!
- **Engagement and retention** – engaging and retaining the best people for the business. We can build you an on-boarding program, and design processes that will help you engage your people and retain the best.
- **Performance management** – we’ll develop a system of performance management with you that will help you meet your business objectives
- **Training programs and processes** – we can develop or provide you the guidance or templates you need to develop full orientation and position specific training manuals and employee handbooks.
- **Training the trainers** – helping you establish what behaviours are required to deliver the customer experience you envision, we’ll work with you to develop an approach that is sustainable and effective.
- **Team development** - we’ll help you develop a high-performing team that will enable you to achieve your business goals.
- **Creative solutions to people problems** – sometimes, there’s a ‘people problem’ that you are not confident on the best course of action is to resolve. Use our years of experience and expertise to get to the ‘right place’ for your business.



## **HUMAN RESOURCE SYSTEMS:**

As restaurant businesses grow from single unit operations to multiple unit operations, or scale operations in response to business needs, expertise in people management is essential. We'll illuminate for you the inevitable 'bumps in the road', and help you develop plans to avoid those bumps. We have expertise in:

- Labour planning
- New location opening and training
- People development strategies
- Short and longer-term planning for people systems
- Leadership development retreats and impactful team development activities

## **SERVICE EXCELLENCE**

Today, more than ever, a restaurant can't just be a provider of food & beverage, 'service', and 'atmosphere'. As marketing guru Seth Godin advises, to be successful in any business in the 21st century, your business has to stand out – be 'remarkable'. Marketing in the 20th century was about having a story, and developing a 'telling' strategy to get the story out to as many people who would listen. And then, hopefully, act- by coming into your restaurant. In the social networking times we operate in, your business needs to have elements that cause people to 'remark' – to tell your story to others who will be interested. Creating – and then consistently delivering - a unique selling value proposition that will cause people to talk to their friends and family, and to return to your business themselves, is key to success today. We have expertise in:

- Developing a plan for service excellence – including defining service excellence for your business
- Establishing business rhythms that enable a culture of service excellence
- Training service excellence in your business – including hospitality skills, attitudes and knowledge, telephone skills, and sales skills.