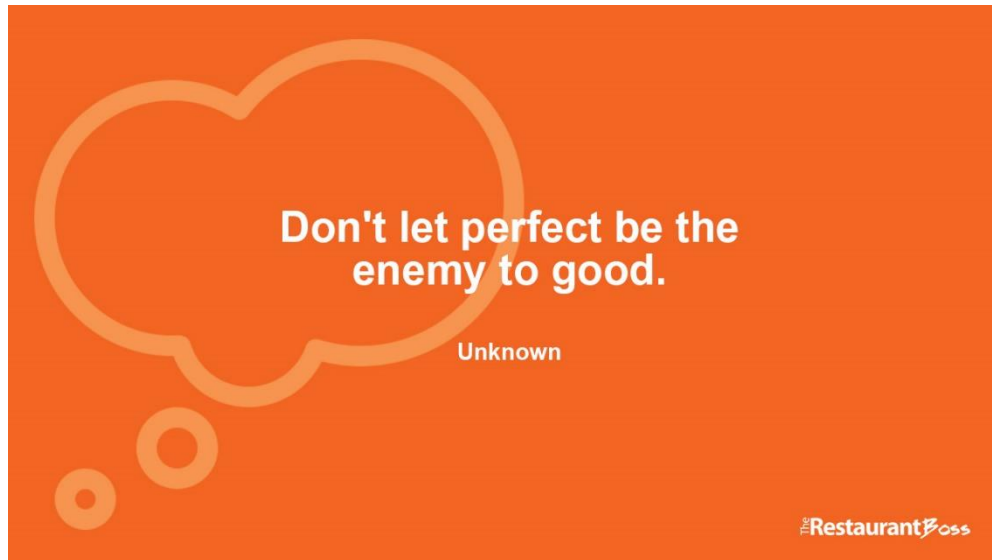


ONE WEEK AT A TIME:

**A GUIDE FOR THE RIDICULOUSLY
OVERWORKED, STRESSED-OUT,
OVERWHELMED RESTAURANT OWNER
WHO IS STRUGGLING TO GET THINGS
DONE AND IS FRUSTRATED THEIR RESTAURANT
ISN'T GROWING AS FAST AS IT SHOULD BE.**



WEEK 1



QUOTE MEANING:

Sometimes you just have to keep the ball moving down the field. The same goes with what you are working on. Even if it's not perfect, you need to release it to the public and make changes as you go. If you wait for perfect, you might be waiting forever.

ACTION STEP:

Identify one project that you can't seem to finish. What is holding you back? Create an action list, step by step, for getting it done. Don't let perfection stop you!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 2



QUOTE MEANING:

When mistakes are made, they should be a learning opportunity to try something new, find a creative way to problem solve, model behavior, etc. The something new doesn't have to be monumental; it can be a small tweak that delivers a different outcome. Then learn from that tweak. Rinse & repeat!

ACTION STEP:

If at first you don't succeed, then try again. If you get the same outcome, it's time to look at the solution (or the problem) from a different vantage point and try something new.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 3



QUOTE MEANING:

In the restaurant business, you can avoid a lot of staff issues when you "hire the smile". This means hiring people that have an "it factor" - meaning, they have the want and desire to serve others.

ACTION STEP:

There are many talented people who can do the various jobs you need from delivering food to customers, cooking and even managing a staff. But if they don't have IT, don't continue the interview. Write down 3-5 traits that you will look for in your next employee. Not skills, but character traits.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 4



QUOTE MEANING:

We often get in our own way because we think for something to be great, it must be huge. The key to success is not waiting for the next big idea to come your way. Rather, it's committing to a goal and then taking one step toward that goal every single day.

ACTION STEP:

Instead of waiting for your next big idea that will increase sales by 20%, identify 5 things that will increase sales by 1% each. Then write down the steps you are going to do this week to make this successful. When you have increased sales by 5%, either keep working on those or find 5 more. Wash, rinse and repeat. Eventually all those little things, will equal 20%.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



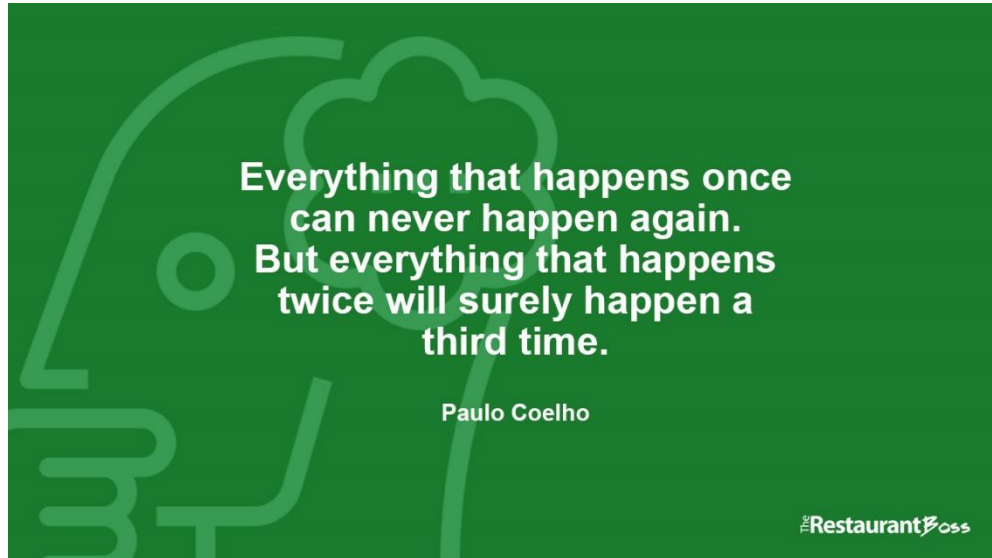
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 5



QUOTE MEANING:

If you notice something repeatedly happening in your business – whether it's from an employee, a customer, or a vendor - then use that as your queue to put a system in place.

ACTION STEP:

Calendar some time, close your office door, and eliminate any distractions. Use this time to figure out what's repeatedly happening or being questioned by your customers, employees, or vendors. Then create a system to address that problem so it doesn't keep happening.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



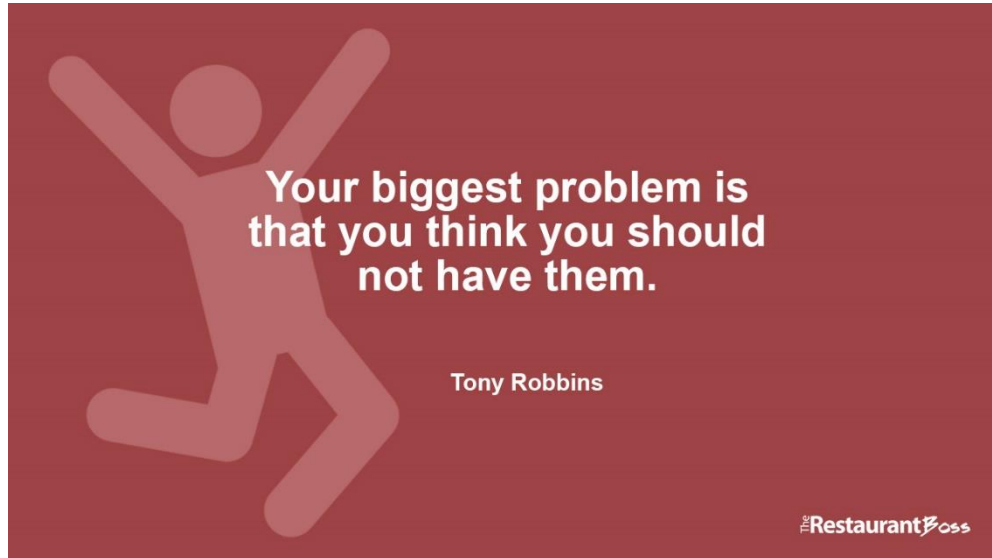
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 6



QUOTE MEANING:

Let's be realistic - everyone has problems. It's how we deal with them that makes the difference. Stop asking "Why does this keep happening to me?" and start asking "How can I handle this better?" Our problems will never go away – you just have to learn how to deal with them faster, more efficiently, and with a hell of a lot less stress.

ACTION STEP:

If you want a better answer, start asking yourself better questions. Think of one problem you had in the last week. Write down a few things you could have done to handle it better so you're ready for the next time it happens.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 7



QUOTE MEANING:

I bet you have at least one A-player on your team...the one that always steps up to the plate and blows you away. These team members always take your advice, and thrive off of the feedback, coaching and competition. People who don't respond well to coaching may still do well in your restaurant. However, they aren't likely the ones who are going to grow with you and go far within your restaurant.

ACTION STEP:

Identify 3 or 4 top players on your team and give them a project over the next week or month that will push them harder than you ever have before. Both of you will be impressed with what gets accomplished!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



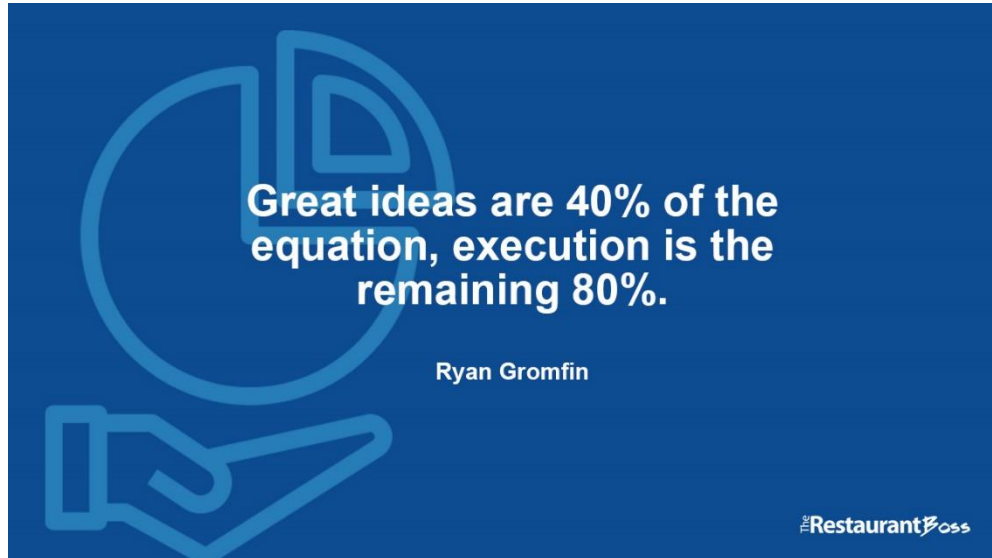
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 8



QUOTE MEANING:

Let's be honest ...it doesn't matter how great an idea is if you don't put in the work to make the idea a reality. People are always coming up with brand new ideas, but being first to market isn't necessarily the best idea. The honor of "best" goes to the person who executes it the best.

ACTION STEP:

Rather than creating a brand new idea in your restaurant, look for something you can do BETTER. Write it down and the steps needed to execute on that idea. Don't stop until you reach the finish line. It's going to take work - I promise you that! But in the end, the 80% effort will pay off!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 9



QUOTE MEANING:

You know the phrase - the struggle is real. But sometimes it's easy to get caught up in the struggle and forget that it's quite likely someone else has already solved the same (or similar) problem.

ACTION STEP:

What's one thing you're constantly struggling with? Do some research and find someone who has overcome that struggle. Then ask them how they did it or better yet hire them to help you break the barrier.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 10



QUOTE MEANING:

Nobody is just born excellent. The hopping restaurant down the street didn't just pop up one day being the best place in your neighborhood. If you know what you want, work hard every single day, and make consistent strides towards the goal you want, you'll create the excellence you're looking for.

ACTION STEP:

There's a million reasons why the restaurant down the street is doing better than yours. Use that motivation to propel yourself forward. Write down some ideas and get to work!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 11



QUOTE MEANING:

There's a saying – the grass is always greener on the other side of the fence. Let's get real - there's always going to be someone who is doing something better than you. Don't get swallowed into the black hole of feeling like you're a failure; instead use it as motivation to figure out exactly what you need to do to improve.

ACTION STEP:

Make a list of the things that you think your favorite restaurant is doing really well. Compare that list to what you are doing and think of the ways that you can improve upon your current system. Write those down and get to work!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



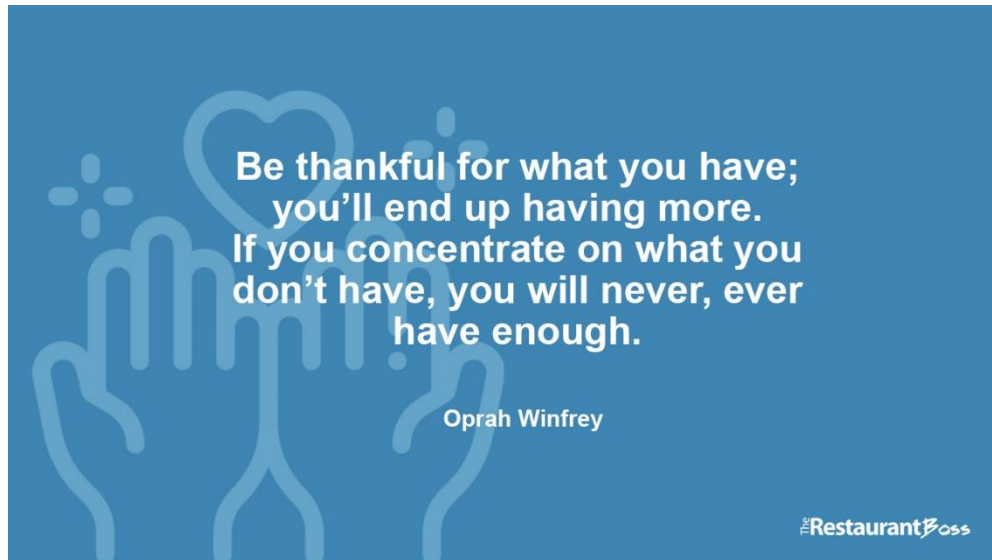
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 12



QUOTE MEANING:

Do you look at life like the glass is half-full or half-empty? When you walk around thinking about all the things you don't have, you are going to end up with a life full of wishing and dreaming. It's time to turn that way of thinking around!

ACTION STEP:

Start a new daily ritual – write down 5 things that you have in your life **right now** that you are thankful for.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 13



QUOTE MEANING:

Throw out everything you think you know about supply and demand. The real factors that affect pricing are distinction and excellence. If your restaurant is serving a quality product and creating an experience that is distinct and excellent, you will never have an empty restaurant and can charge fair prices.

ACTION STEP:

Pick one area of your restaurant (food, ambiance, service, decor) and ask yourself:

1. Is this distinct and original? (or is this available at multiple other places)
2. Are we THE BEST at this? (or are we just good enough)

If you answer yes to either question, GET TO WORK. Add distinction and be excellent in everything you do!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 14



QUOTE MEANING:

Here's the bottom line – everyone makes mistakes. It's what you do after that makes all the difference with your customer. The whole purpose of a restaurant is to add or enhance some kind of feeling or emotion. When something goes wrong, what really matters is whether or not you enhance the customer experience.

ACTION STEP:

Come up with 1 idea you can do on a regular basis that will create an emotional connection between your restaurant and your customers. Write that down and also the first 3 steps needed to achieve that goal.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



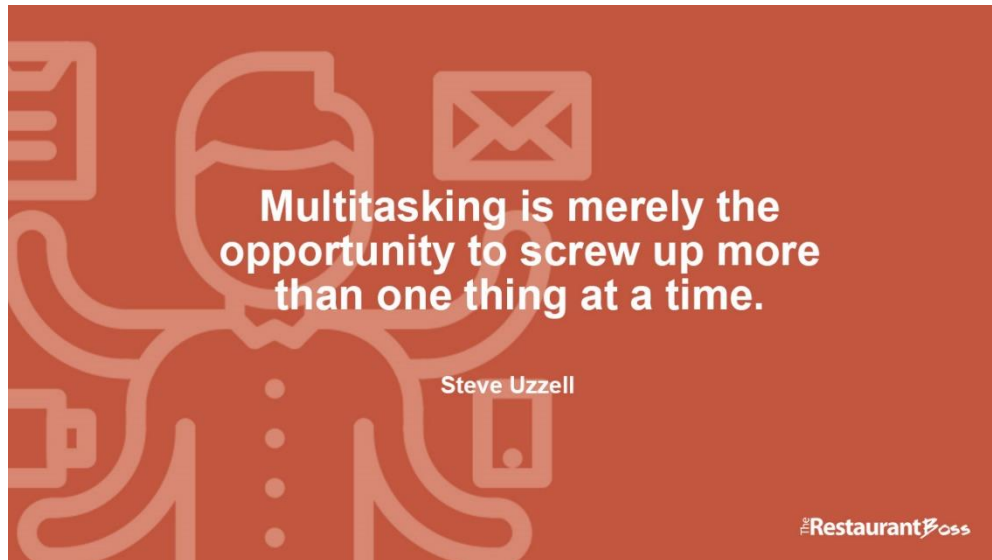
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 15



QUOTE MEANING:

Studies have shown that we simply aren't capable of focusing on more than one thing at a time. When we do, we end up making mistakes. The same studies have shown that if we get distracted by something else, it actually takes us about 25 minutes to refocus on a task.

ACTION STEP:

Block out two 30-minute time blocks on your calendar and pick two specific tasks to work on. During those blocks, turn off your phone, lock your door, put out a Do Not Disturb sign. Then work on nothing other than that specific task. Let's see how productive you can be.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 16



QUOTE MEANING:

In a restaurant we're always working on a ton of different things at once, but we never seem to accomplish anything. The best way to ensure you're meeting your goals is to actually SET a goal and give yourself 90 days to achieve this goal. Over the 90 days, be sure that you're working on nothing but that one goal; set all other projects aside.

ACTION STEP:

Think of one thing you want to accomplish over the next 90 days. Break down your goal into tasks that need to be completed in order to achieve that goal. Write those down. Then calendar time to get it done and make sure you eliminate all other distractions!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 17



QUOTE MEANING:

I know it's easy to maintain status quo, especially if what you're doing is already successful. I also know that when you step out of that comfort zone, your heart starts to race, your palms feel clammy, and you might even want to throw up. It's scary to think about what your restaurant might look like in the future. But to keep your business fresh, you need to have an eye for opportunity. Always be on the lookout for the next big thing and be prepared to take action.

ACTION STEP:

Come up with one goal that people (even you!) think might be impossible or could be the next big thing - it might even make you uncomfortable just thinking about it. Write it down, set a due date for accomplishing it, and work towards it.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



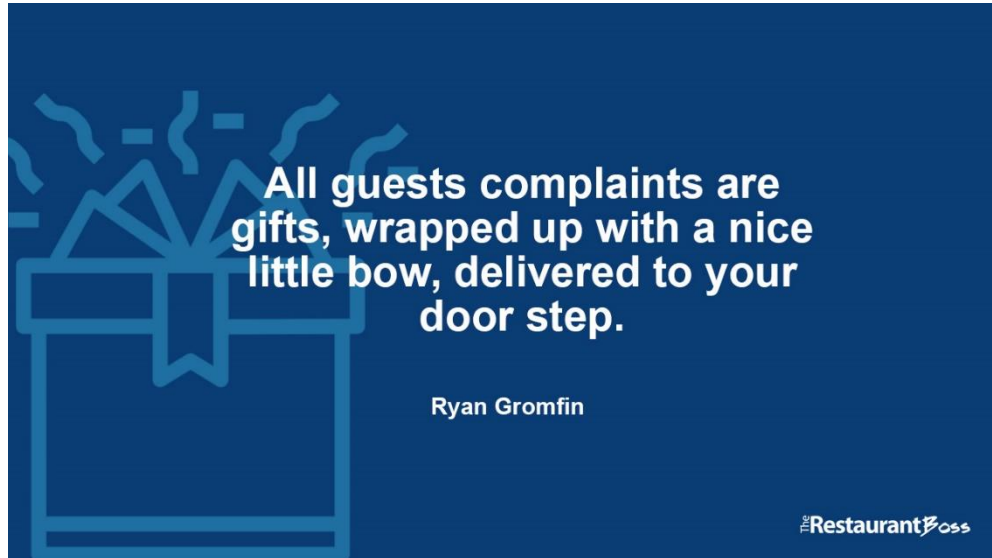
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 18



QUOTE MEANING:

Whenever a guest tells you that something went wrong or they had higher expectations, it's a total gift! You get to see all the areas that your restaurant and staff can work on to take your business to the next level. Remember, your guests are telling you that if you change THAT or if you fix THIS, they will come back and spend more money with you.

ACTION STEP:

Pick 5 tables at your next service and ask if the restaurant exceeded their expectations. When you ask a better question, you get a better answer. Write the answers down and be prepared to take action!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



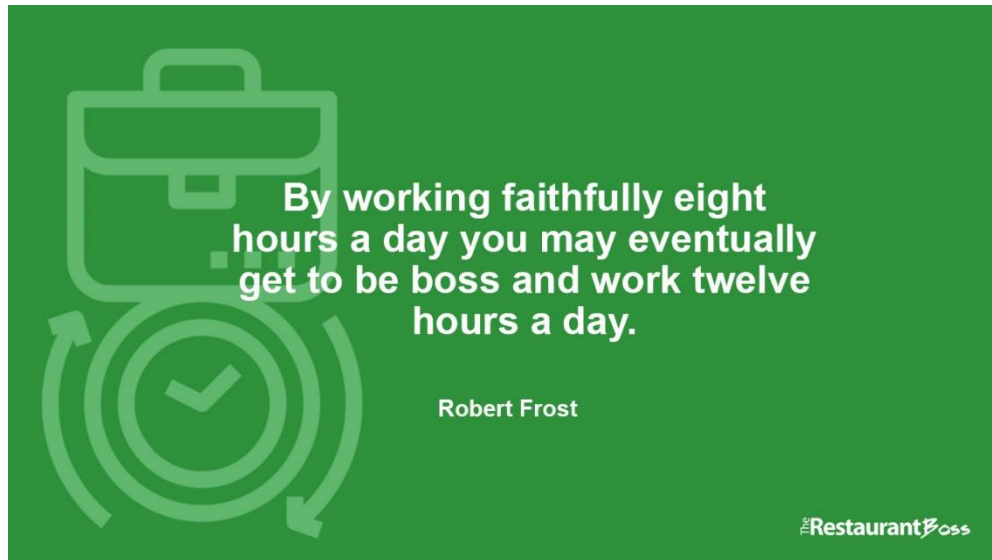
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 19



QUOTE MEANING:

Are you acting as a road block in your restaurant because you are the only person who knows how to do certain things? Or maybe you have an issue with letting go of the reins to let someone else step in. Regardless, you need to create a system that ensures things are done to your satisfaction but also allows you to step back from the restaurant a little bit. This is how you will achieve the freedom and lifestyle you were hoping to have.

ACTION STEP:

Pick one area in your restaurant that needs the most attention. Develop a system or process that can be either be automated or handled by someone else so you can take yourself out of the equation.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 20



QUOTE MEANING:

For most people, coming up with ideas is the easy (and fun) part. I bet just by looking around your restaurant you will think of a million things you'd like to do. The hard part comes in finding the time to execute on those ideas. And let's be honest, there will never be enough time to execute on **all** of your ideas.

ACTION STEP:

Pick one idea...one game changer...and then create a task list to accomplish this idea. Set deadlines for getting these steps done or it will be very easy to let things slip. Now get to work!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



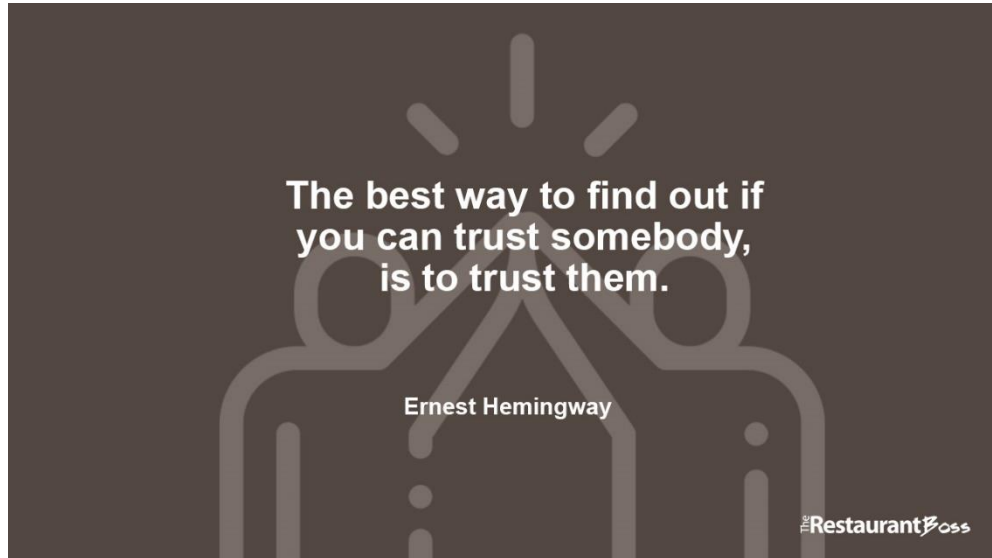
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 21



QUOTE MEANING:

Humans have an innate need to trust those around them. Most people want trust to be proven or earned, but that actually makes it harder to build trust. Instead, we should start with trust.

ACTION STEP:

When hiring new employees, you should have a check list of qualities you must have in an employee. This week, take a few minutes and write down your must haves. Then use that list when hiring your next employee.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



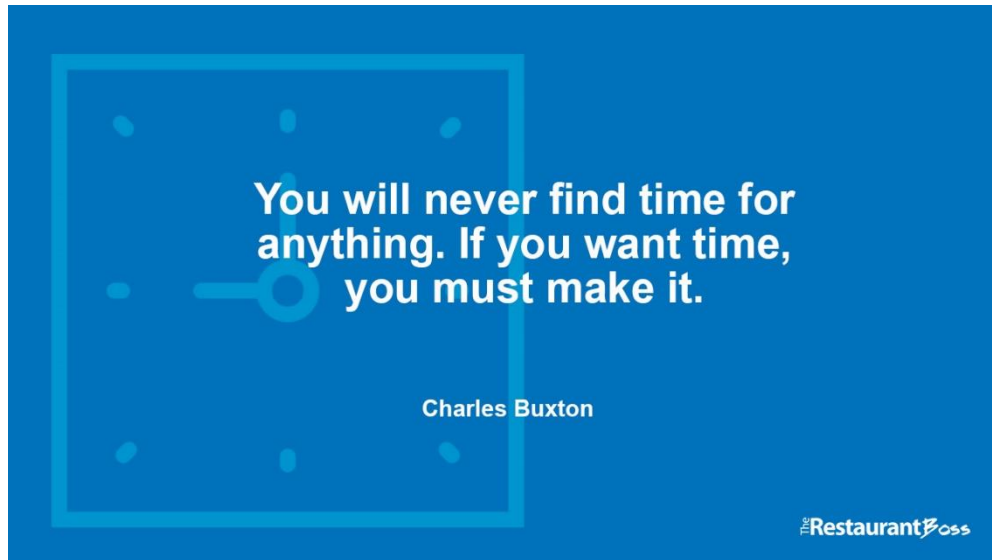
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 22



QUOTE MEANING:

How many times have you told yourself you are going to start exercising but never seem to find the time? I think we can all relate! That's the meaning behind this week's quote.

ACTION STEP:

Identify 2 or 3 things you have been wanting to do, but can't find the time in your day. Then sit down with your calendar and actually schedule the time. When you make a date with yourself, it becomes more difficult to put something on the back burner.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 23



QUOTE MEANING:

Too often we try to lead and manage with intellect and "common sense". In general, people aren't open to this approach for fixing issues or correcting behavior until you have opened their heart. They will often listen, but they won't hear you until they know you care for them and have their best interest in your heart.

ACTION STEP:

This week I want you to identify an employee who is not working to their potential; somebody who is good but annoying you right now. Then I want you to take a few minutes and learn something personal about them. Enquire about their goals, future plans, something they are struggling with currently. Then find a way to help them. We must give before we can receive!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 24



QUOTE MEANING:

When you do something "outside of the box", people are going to question your methods and reasoning. That is until you become successful. Then they will be asking how you did it and how they can do it too!

ACTION STEP:

Look around your restaurant and identify a couple of problem areas. Then calendar time to brainstorm an out of the box solution for each problem. Write those ideas down and get to work!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



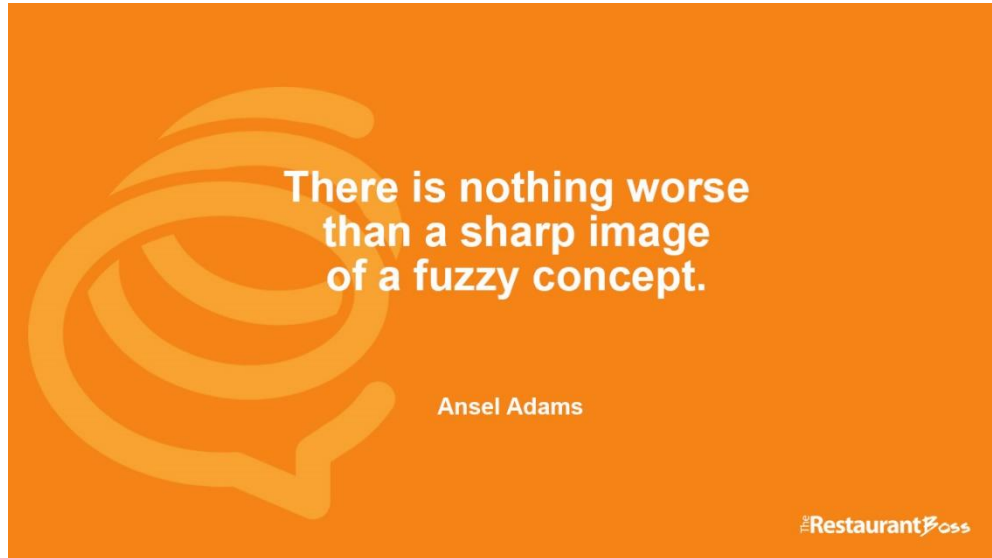
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 25



QUOTE MEANING:

Sometimes our instructions are so clear that everybody knows exactly what to do every day. BUT, we do not write down the desired outcome. Imagine a pilot completed a perfect pre-flight inspection, flawless take-off, was flying smoothly and safely, all while the attendants were executing a perfect drink service. The hitch: there was no destination.

ACTION STEP:

It's time to make a clear image of a clear plan! Here's how: write down a very specific sale you want to run next week, such as how many margaritas, add guacamole, upsell to extra cheese. Break down that goal by each day, then put a plan in place hit that goal and measure it daily.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 26



QUOTE MEANING:

It's easy to teach your team that they must always be friendly to everybody and they can't let customers see they are having a bad day. But if your staff always sees you having a bad day, you will never gain the respect you desire.

ACTION STEP:

Standards are EVERYTHING. If you're not happy with employees coming in late, then make sure they know what time they are supposed to clock in by putting it on the schedule. Then make sure you are early and never decide to skip a day. You must set standards and live by them! Identify one specific item you are not happy with in your restaurant, then raise your standard in that area.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



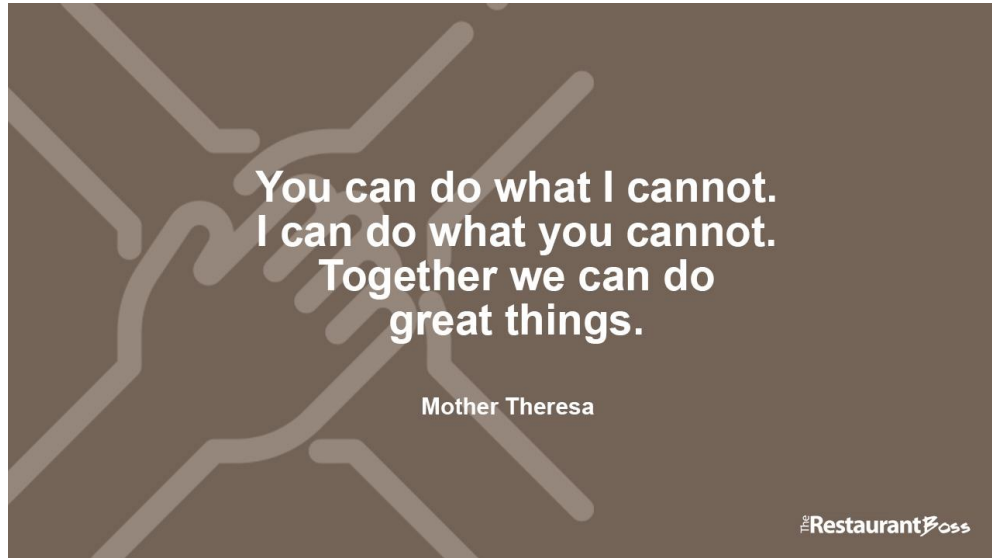
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 27



QUOTE MEANING:

Sometimes you just have to keep the ball moving down the field. The same goes with what you are working on. Even if it's not perfect, you need to release it to the public and make changes as you go. If you wait for perfect, you might be waiting forever.

ACTION STEP:

Standards are EVERYTHING. If you're not happy with employees coming in late, then make sure they know what time they are supposed to clock in by putting it on the schedule. Then make sure you are early and never decide to skip a day. You must set standards and live by them! Identify one specific item you are not happy with in your restaurant, then raise your standard in that area.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 28



QUOTE MEANING:

If somebody asks you who you look up to in the restaurant business, can you tell them why? Are these the same reasons you'd say if somebody asked you why your employees should look up to you? They should be!

ACTION STEP:

Leading by example and setting expectations are one of the best ways to establish a culture of accountability and happiness in your business. Write down ways you can lead by example this week.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



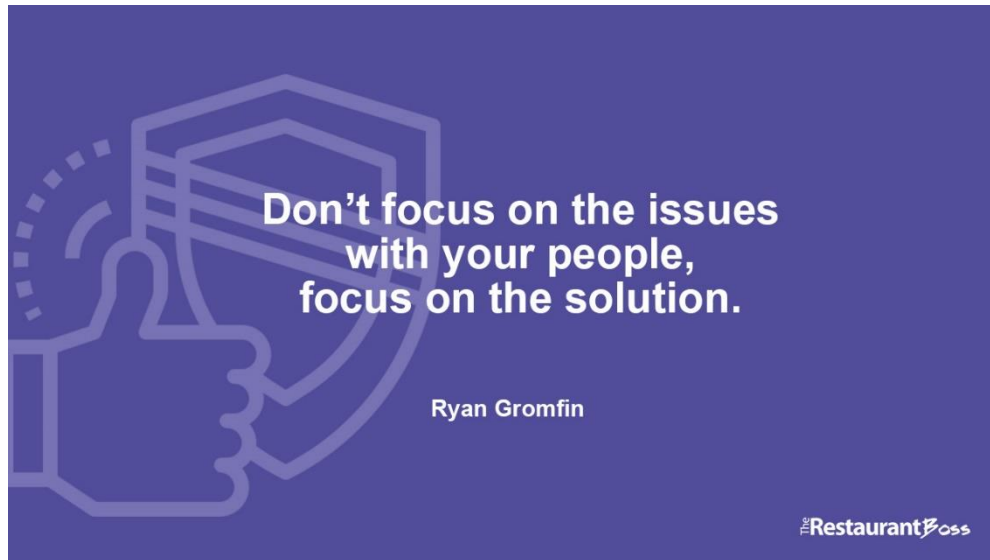
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 29



QUOTE MEANING:

Nobody likes to be around a negative nelly. Your employees are no different. Instead of focusing on the things that are going wrong, change the narrative. Focus on what you **can** do to make it better!

ACTION STEP:

Have you been focused on a problem in your restaurant? Take some time this week and brainstorm a few ways you can solve the problem. Share the answers with your staff.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



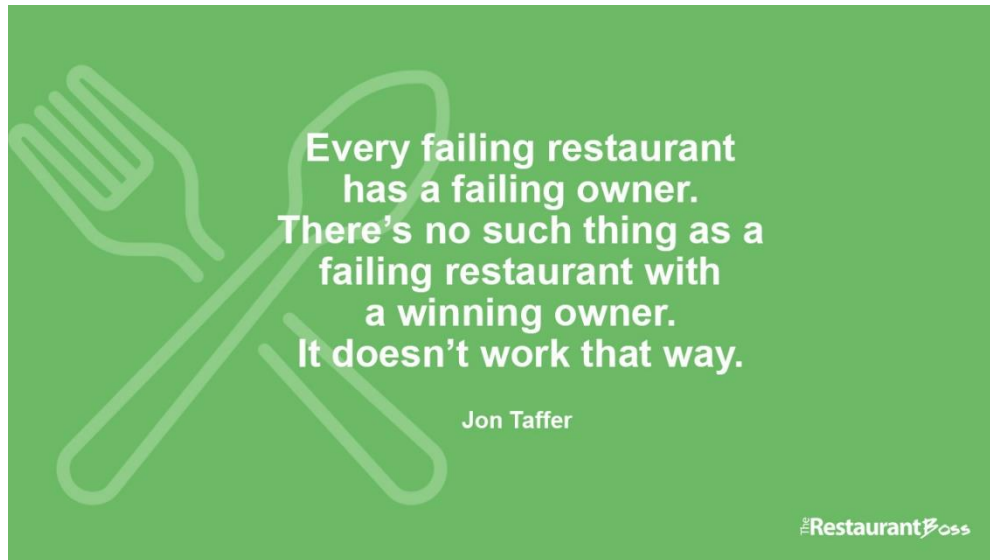
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 30



QUOTE MEANING:

I am not going to apologize for publishing this quote, and if you watch Bar Rescue neither will Jon. There is not much more to say here, if ANYTHING is not where you want it to be in your restaurant, then it is your fault, 100%.

ACTION STEP:

Chances are there is somebody on your team you wish was not. You hired them, you created the expectations for the position they are in and you either trained them or trained the person who trained them. So the process broke somewhere, identify where and start fixing it, NOW!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



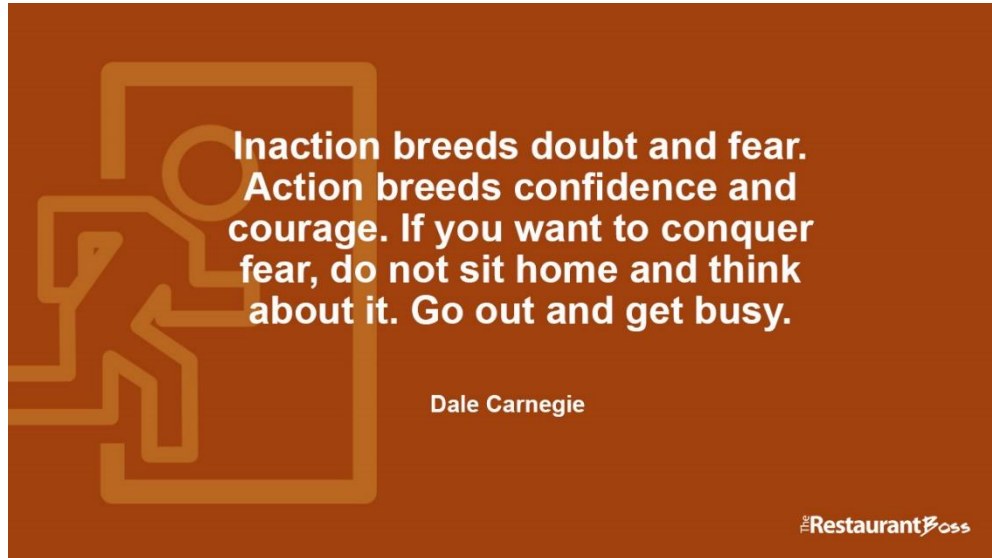
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 31



QUOTE MEANING:

Do you remember the 1990s Nike campaign "Just Do It!"? Perhaps they got their inspiration from Mr. Carnegie. Why? Because sitting on hands gets nothing done. You have to strap on your shoes and get moving!

ACTION STEP:

This week has a little bit of tough love attached to it because it's time for some straight talk. You will not achieve your hopes and dreams by sitting on your butt. Get up, lace up those shoes, and get to work. Write down 3 things that you **will** do this week!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



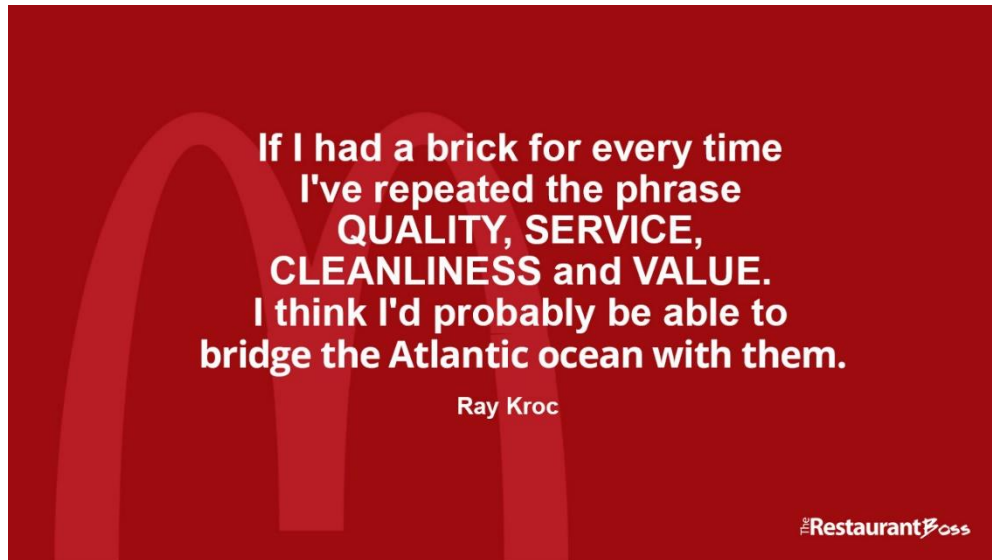
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 32



QUOTE MEANING:

There is no doubt you know the importance of these items. Honestly, they might be your core values too (or even slightly different). But if you are not repeating them 100 times a day, then you are not maintaining your standards. Constant and gentle pressure will always prevail. Waiting until something is so bad that you resort to yelling is too late.

ACTION STEP:

This week, I want you to create a list that has 10 items on it for FOH and 10 for BOH that you will inspect every single day. Make this a habit and don't let it slip!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 33



QUOTE MEANING:

Yes, advertising is designed to get your name out there. But it has to do more than that to be effective. You have to tell your intended audience what you do and why you are unique. Otherwise, they will be like "eh, another burger joint".

ACTION STEP:

What are your unique selling points (USP)? Can you honestly tell me why you are different? This week's challenge is to identify your USP. Is it outstanding service? Is it a unique and special sauce on your burger? Do you greet all customers with a smile?

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



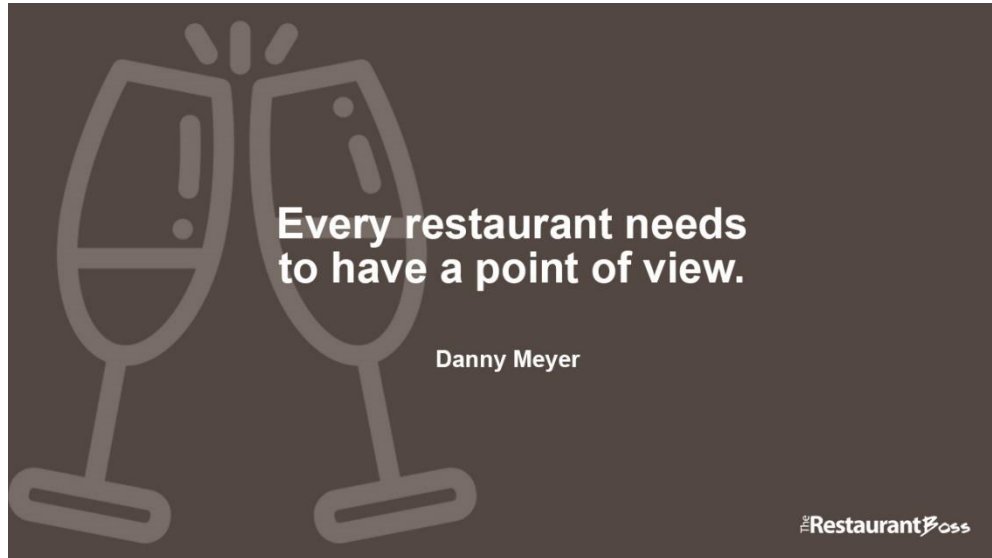
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 34



QUOTE MEANING:

When you decided to open a restaurant, what were hopes and wishes for that business? When you closed your eyes what did you see your restaurant looking like? That is your vision and it should set the tone for everything your restaurant does.

ACTION STEP:

Is your restaurant still living up to your vision? Granted that vision may morph a little as you grow, but the core vision should remain. Take a minute to reflect and then write down any steps needed to get back to that vision.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 35



QUOTE MEANING:

What are you doing to set yourself apart from the competition? I don't mean anything gimmicky...your customers will see through that. I mean tangible things like customer service, atmosphere, quality, etc.

ACTION STEP:

What can you do this week or this month to set yourself apart from your completion? It could be improving upon what you are already doing or trying something new. Jot your ideas down.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 36



QUOTE MEANING:

Let's keep this as simple as possible. Do you know your product better than anybody else in the world? Do you really know exactly who your customer is and why they need what you are offering? Do you want it? I don't mean do you say you want, I mean do your actions show the world how bad you want it. If you can't answer yes to all these with the conviction I would believe you, then GET TO WORK!

ACTION STEP:

Let's start with your product, because it's the easiest one here. If you serve burgers, find 10 articles about hamburgers and learn more about your product. Find 10 articles about the best burger restaurants in the world and study their success. If you have a big menu, you have a lot of work to do.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



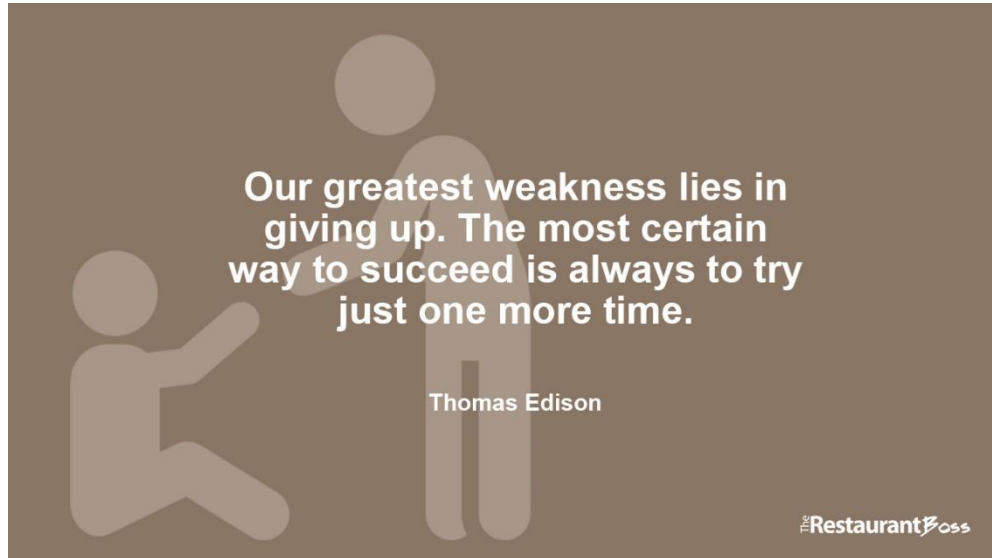
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 37



QUOTE MEANING:

Thomas Edison failed 2,774 times (that we know of) before getting the light bulb to work. What if he stopped at 2,773? The only way to guarantee something won't work is to stop. So just don't ever stop.

ACTION STEP:

Have you been working on something that is stumping you? What is one step you can take this week to move forward and see progress? It doesn't have to be a huge step forward. Remember, small steps all add up to a big one!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



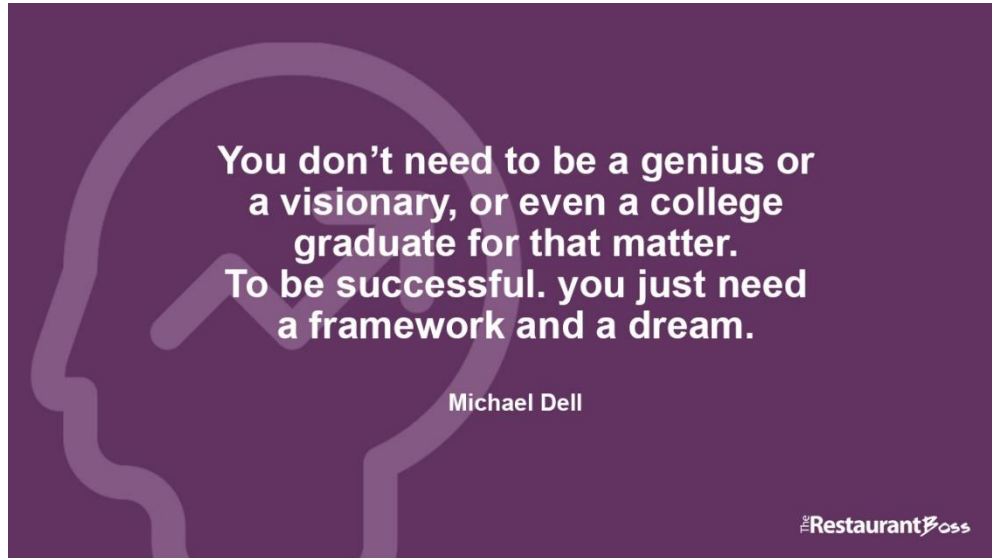
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 38



QUOTE MEANING:

Everything has a formula. You may not believe me, but it does. Great movies follow something called archetypes. There are 7 of these and all great movies follow them to a "t". They just switch out themes and characters, but they are all the same. Great restaurants have similar formulas, you just need to follow them.

ACTION STEP:

Unfortunately, some restaurants are doomed to fail before they even open. If your doors are not open, hire a qualified concept consultant to review your plan. If your doors are open, hire a qualified concept consultant to review your plan. It could be something as simple as a framework tweak.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 39



QUOTE MEANING:

There is one constant in this world and that is change. What worked 5 years ago can be a failing business model today. Those that are aware of the changes needed and also willing to make them, last forever. Remember the store Blockbuster Video? They didn't want to change when Netflix came around. And taxis... they didn't want to change when UBER came around. Do I need to go on?

ACTION STEP:

Identify how the world (or you) are different today than when you were at your most successful. Then identify what needs to change to support the new way things are.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



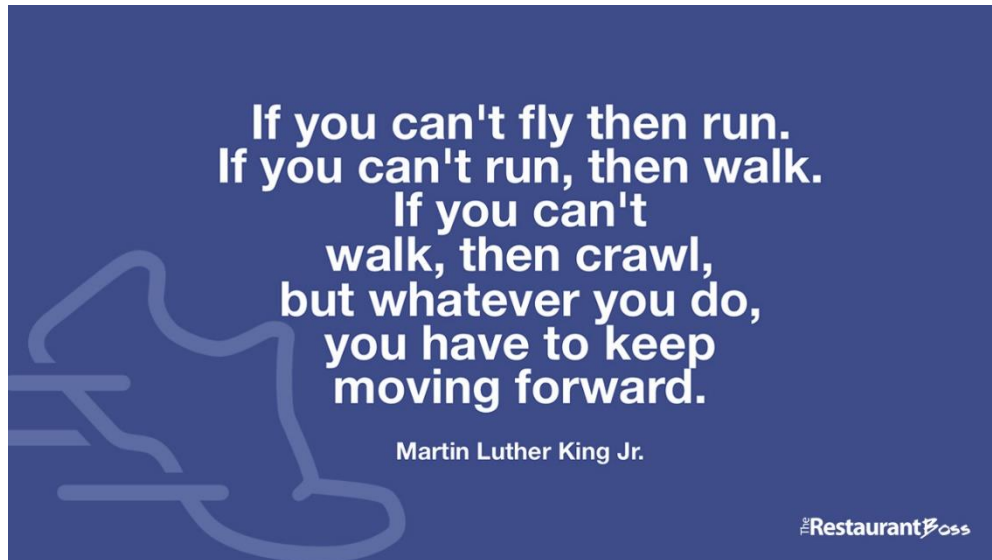
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 40



QUOTE MEANING:

Can you imagine if Martin Luther King Jr. never started because it was going to be hard? Nothing worth having is going to come if you sit still. You have to move forward. It can be baby steps or if you have the time and energy, large strides. Whatever it is, keep moving!

ACTION STEP:

Take this week to take one step forward on a goal you have. It could be personal or for work. But just do it and stop coming up with excuses. They may be real, but who cares, they are still excuses.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



QUOTE MEANING:

When mistakes are made, they should be a learning opportunity to try something new, find a creative way to problem solve, model behavior, etc. The something new doesn't have to be monumental; it can be a small tweak that delivers a different outcome. Then learn from that tweak. Rinse & repeat!

ACTION STEP:

If at first you don't succeed, then try again. If you get the same outcome, it's time to look at the solution (or the problem) from a different vantage point and try something new.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



QUOTE MEANING:

As a society we use the term "perfect" too lightly. Truly, almost nothing is 100% perfect. We should learn to admire the beauty in the imperfect. We should use our goal of perfection as a journey to bettering ourselves. This could mean countless hours on the driving range tweaking your swing, or it could mean continuing to hone your restaurant processes to see better returns.

ACTION STEP:

Rather than focusing on the end game, focus on the journey. Enjoy the experience, the moments, and the trip you take as you chase perfection. This is what makes the journey worth taking. This week, write down 5 things you are grateful for (business or personal). Share these things with 2 people who are special to you.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 43



QUOTE MEANING:

How many times did you hear "practice makes perfect" as a kid? Too many, I am sure. But, there is something to that phrase we so loathed. I love playing golf, for example. When I started, I admit to not being the best. So what did I do? I studied the swing and then hit the driving range to do what...PRACTICE! It's a journey, but one that's totally worth it (to me at least).

ACTION STEP:

Identify one area in your restaurant that needs improving? Once you identify that area, find ways to practice this skill. Could it be customer service? Maybe develop a question or two that you can start asking patrons as they finish up a meal. Practice this over and over. Tweak the questions. Develop a better way of delivering the message. I promise you will see positive results!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



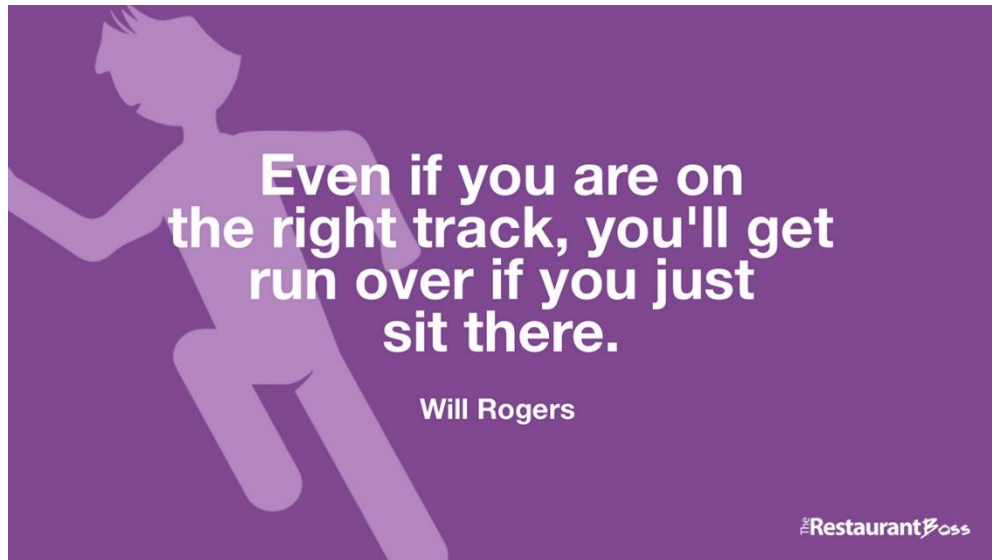
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 44



QUOTE MEANING:

Imagine you have a great concept for a new restaurant. You start heading down the right path to making this dream a reality...name, URL/social handles, scouting locations, menus. But then you just stop. What's going to happen? Nothing, and that's the point.

ACTION STEP:

I am a list maker and use online software to help me keep track of and measure progress of tasks. It's what helps my team to keep moving down the right path. Find your best method of tracking progress – whether online tools, phone applications, old fashioned paper and pen, journaling, etc.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



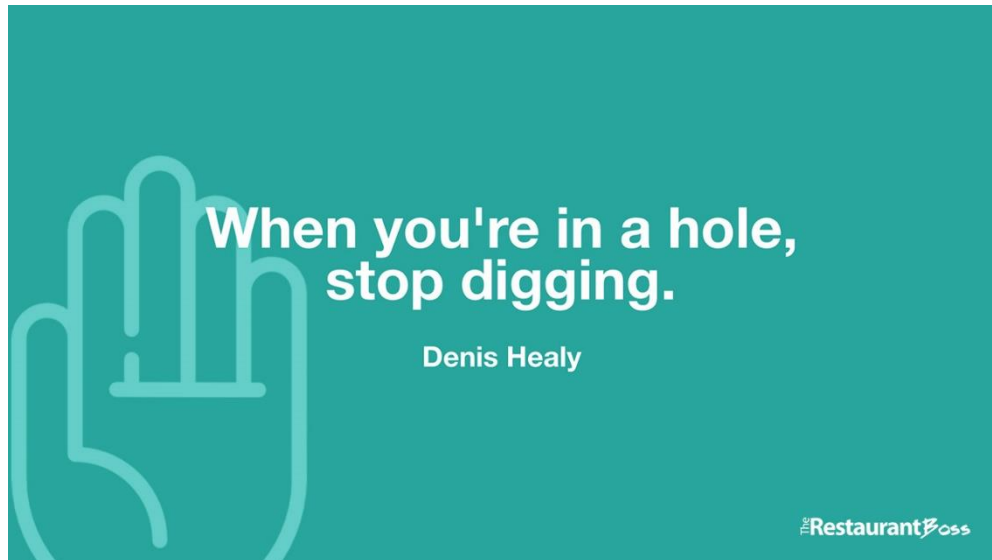
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 45



QUOTE MEANING:

If what you are trying isn't working, then you need to take a different approach to the problem. If you keep repeating what you are doing and you aren't getting the desired outcome, it will only make it harder to achieve your goals.

ACTION STEP:

It's time to go back to the toolbox and find a different tool to solve your problem. Maybe it's identifying a different approach to solving your problem. Or maybe it's finding a different problem to work on! Write your ideas down and make a plan!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



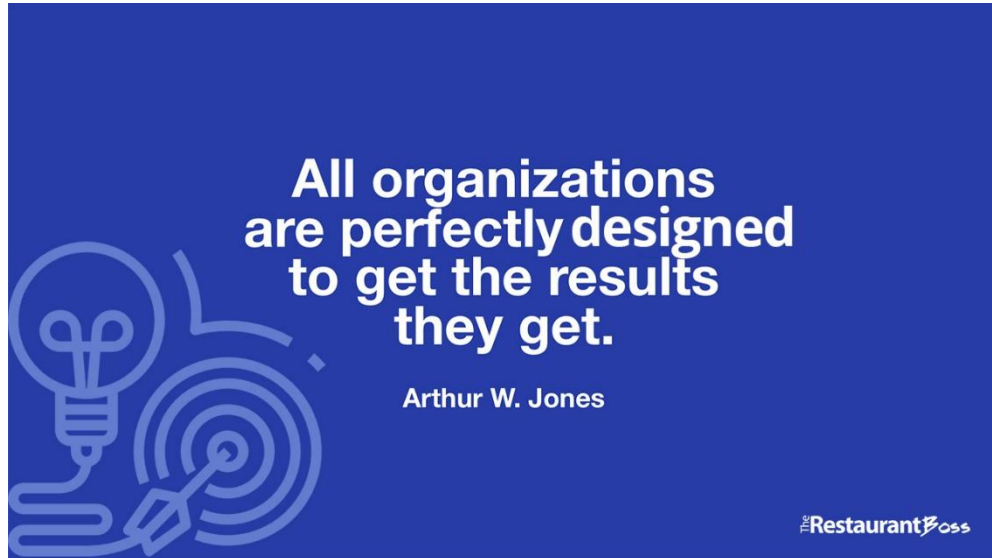
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 46



QUOTE MEANING:

What Mr. Jones is saying is that there is a direct link between the components of a design and its results. For example, if you are seeing a 3% profit return, but really want a 10% profit return, you are going to have to redesign your systems.

ACTION STEP:

Start simple. Try taking an Owner Activity Inventory and see where you have inefficiencies with your time or your restaurant's time. Make adjustments and see productivity soar!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



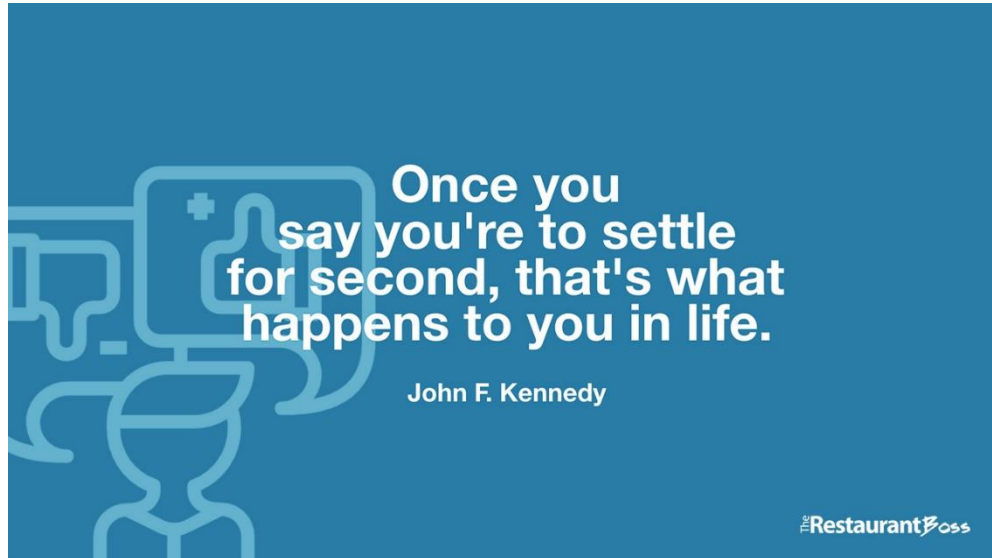
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 47



QUOTE MEANING:

JFK always strived to be the best so a positive light was always cast upon him. In the restaurant business, this also holds true. If you are happy being so-so, you will stay so-so. But if you want to be the best sandwich shop in your area, for example, then you need to continue to work to reach that level.

ACTION STEP:

Start with reading *The One Thing* by Gary Keller and Jay Papasan. This book challenges you to find one thing you could do in your business to dramatically change the destiny of future profits and performance. One thing! When you look at it that way, the task isn't so daunting after all.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



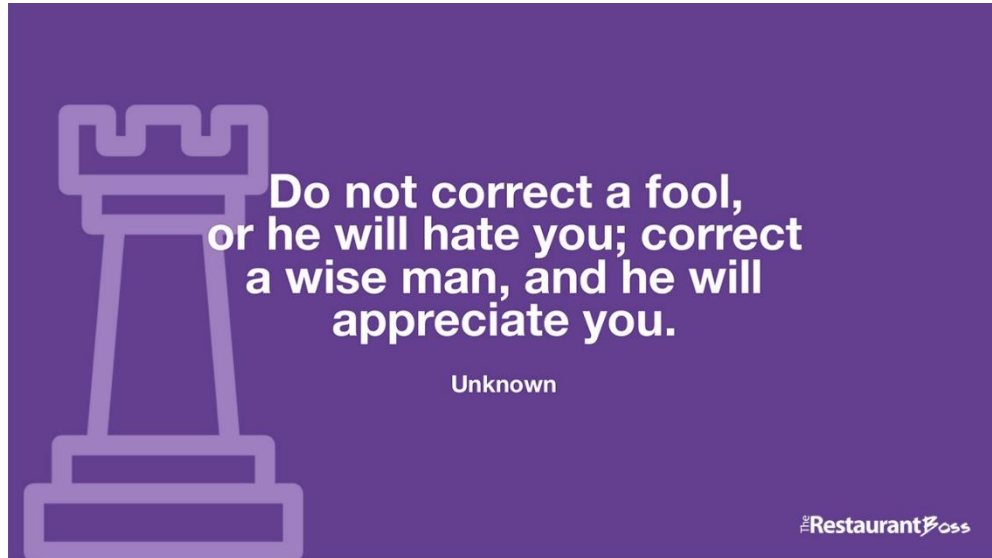
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 48



QUOTE MEANING:

The wiser the person, the more self-aware they are. They also have greater ability to receive and accept constructive criticism. The foolish person is the one who is defensive and thinks they are always right. I bet you can identify both types of people in your restaurant!

ACTION STEP:

Standard employee evaluations usually end with an employee wanting to quit their job and a manager saying, "Glad that's over." It doesn't have to be this way. I highly recommend restructuring your employee evaluation structure to turn this often painful experience into a positive one for all parties.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



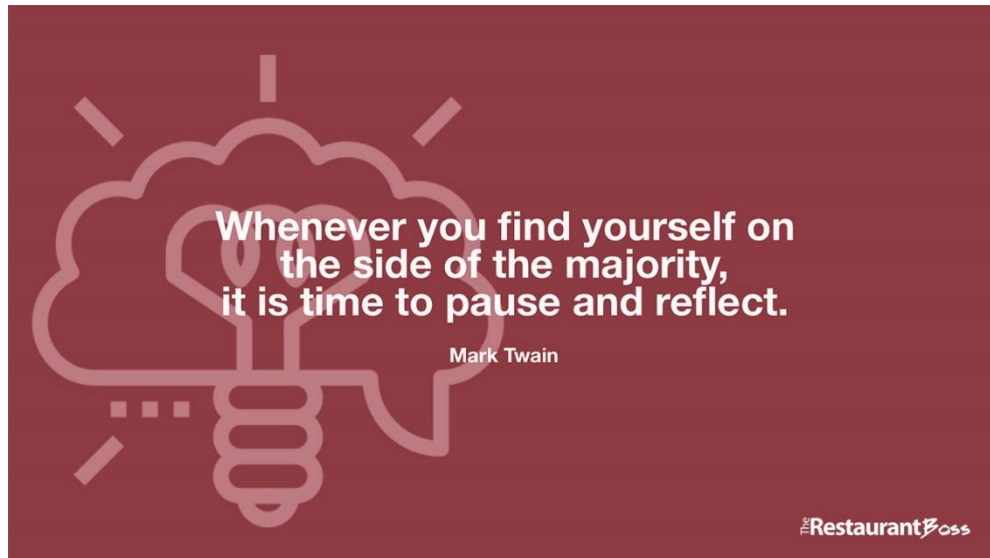
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 49



QUOTE MEANING:

Are you forging your own path or are you finding yourself following the herd? Look at it this way... you want to open a burger joint. Do you copy the very successful In-n-Out? Absolutely not! You can never be another In-n-Out and you definitely won't outshine them. So find your own path. Find what makes you unique. Find your competitive advantage!

ACTION STEP:

This week I want you to hop over to my blog (therestaurantboss.com/blog) and search for competitive advantage. There are 2 posts there that will take you 10 minutes to watch. Then come back to this journal and write down what you took away from the message.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



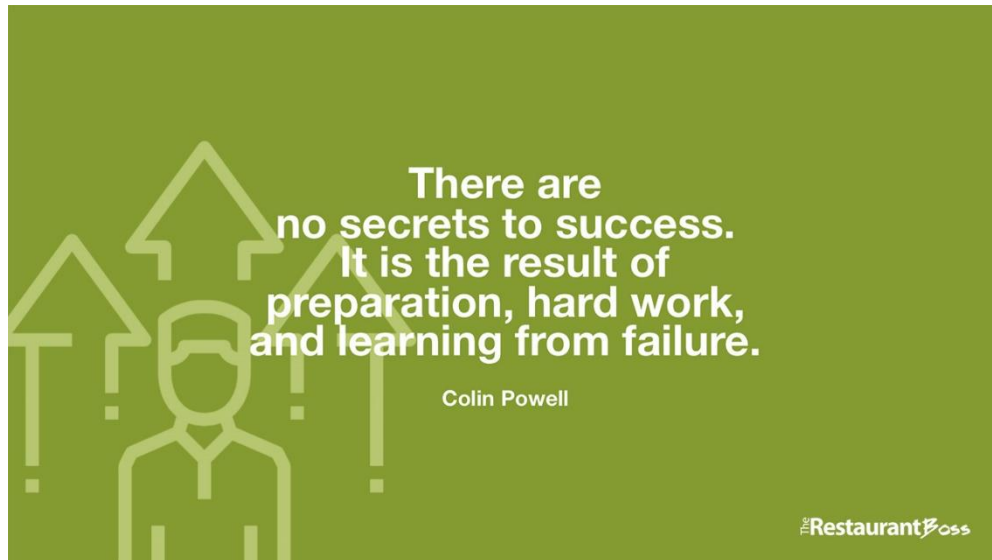
MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 50



QUOTE MEANING:

Having a successful restaurant is work – hard work at that. There is no magic pill for success. You always have to be learning, strategizing, and managing. You always have to be striving to put out the best possible product. This requires having great ideas and even more importantly, great execution.

ACTION STEP:

Find one thing that frustrates you, something you complain about or something that even sparks your temper. Then do one thing to improve it – one tiny thing. It could be as simple as a chart with 3 pictures of your chicken tenders demonstrating for your employees: TOO DARK, PERFECT, and TOO LIGHT.

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



QUOTE MEANING:

Restaurant owners tend to spend a lot of time in their office focused on business operations such as accounting and marketing. They are constantly trying to bring more customers in and, in turn, wind up ignoring those already in the restaurant. Don't forget to make those who are near happy!

ACTION STEP:

Don't be afraid to go out of your way to delight customers who are in your dining room NOW. Sometimes it's as simple as stopping by a table to say hi and ask how their meal is. Focus on what's in front of you!

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:



WEEK 52



QUOTE MEANING:

Don't see adversity as a negative, see it as opportunity. If something is hard, less people will want to do the work needed to compete. Embrace the hard things and figure out ways to simplify them. You will be stronger and more successful.

ACTION STEP:

What is the hardest part about running your restaurant? Now find one thing every day this week that will make that simpler. One teeny tiny little change, update, difference that will simplify the complex for you and your team. Muscles get bigger when we lift weights, why do you think business is any different? **LIFT MORE WEIGHT.**

MY STEPS TO SOLVE THIS PROBLEM:

1. _____ ☐
2. _____ ☐
3. _____ ☐
4. _____ ☐
5. _____ ☐



MY MOST IMPORTANT TASK FOR THIS WEEK IS:



ONE WAY I CAN IMPROVE LIFE BY 1% THIS WEEK IS:
