

If You Can't Detect That You
Have a **PROBLEM** – You Can't
Correct the
PROBLEM!

w/ Doug Radkey

President of KRG Hospitality Inc.

+ The Author of 'Bar Hacks'



THE COLD HARD TRUTH

- 0 - Strategic Plan or Road Map*
- 0 - Organized Day-to-Day Plans*
- 0 - Time Set-Aside for Themselves*

THE COLD HARD TRUTH

Lack of Team Communication

Lost Financial Opportunities

Lack of On-Boarding & Training



7 SYSTEM CHECKLIST



25

Minutes

- ☐ *'Strategize'* Through the Development of S.M.A.R.T Plans
- ☐ *'Profit'* Through Foundations of Employee Training Systems
- ☐ *'Communicate'* Through FOH & BOH Operating Systems
- ☐ *'Reduce the Dust'* Through Inventory Control Systems
- ☐ *'Enforce'* Responsible Food & Beverage Systems
- ☐ *'Protect'* Your Brands Reputation
- ☐ *'Perform'* During Your Venues Down-Time



STRATEGIZE

Through the Development of S.M.A.R.T Plans

- ☐ How often do you **REVIEW** monthly, quarterly, or yearly **BUDGETS**?
- ☐ How often do you complete a **SALES MIX ANALYSIS** and review your menu, suppliers, and costs?
- ☐ When you complete your **STAFF SCHEDULES**, do you complete a roster analysis that measurable against sales?

STRATEGIZE

Through the Development of S.M.A.R.T Plans

- ☐ Do you market your brand **'ON-THE-GO'** while completing **90 DAY MARKETING** plans that drive these three components of marketing;
 - ☐ Driving Brand Awareness
 - ☐ An Increase in Revenue per Guest
 - ☐ Return Guest Visits?

STRATEGIZE

Build the Mindset to Strategize in a SMART Manner

Specific

Realistic

Measurable

Timely

Attainable

+ Reviews



PROFIT

Through the Foundations of Employee Training

- ☐ Hiring Costs Brands **THOUSANDS** of Dollars Each Year!
- ☐ Do you have **VALUE** + **VISION** + **MISSION** + **CULTURE** Statements?
- ☐ Do you have **BORING** job ads like “we offer competitive pay and a family like environment?”
- ☐ Are you being **GHOSTED** for interviews?



PROFIT

Through the Foundations of Employee Training

- ❑ **ON-BOARDING;** Job Ads + Interview Process + Orientation + Manuals + Training
- ❑ **TRAINING;** Expectations + Instructing + Demonstrating + Role-Playing + Shadowing + Reviews + Secret Diners
- ❑ **EDUCATION;** Continue the Education + Create Employee Experiences

COMMUNICATE

Through the FOH & BOH Systems

“IT’S NOT MY JOB” Between Team Members

“LET ME GO ASK THE MANAGER” To a Guest

“I SWITCHED SHIFTS w/ JOHN” To a Manager



COMMUNICATE

Through the FOH & BOH Systems

- ❑ **Chef/Mixologist Shift Checklist;** *Goals & Tasks for Day*
- ❑ **Management Checklist;** *Goals & Tasks for the Day*
- ❑ **Kitchen & Bar Prep Lists;** *Freezer Pulls + Mise en Place*
- ❑ **Opening + Closing + Line Cook + Bartender** Checklists
- ❑ **Pre-Shift** Meetings + **Staff Scheduling** Communication
- ❑ Empower Immediate **Solutions** Through Training



REDUCE THE DUST

Through Inventory Control Systems

The average restaurant and bar can see **3-4%** of revenue lost to theft or mismanagement of inventory, especially in high ticket items such as alcohol, proteins, and day-to-day supplies.



REDUCE THE DUST

Through Inventory Control Systems

80% of Sales Comes from Only **20%** of the Menu

Menus Are **TOO LARGE**

RE-ENGINEER Your Menu



REDUCE THE DUST

Through Inventory Control Systems

Ensure there is an auditable system in place (digital or paper)
at your venue for all inventory **IN ADDITION**
To what is referred to as the **DIRTY 10** —
your 10 most expensive and 10 least expensive items

ENFORCE

Responsible Food & Beverage Sales

- ☐ Staff On Their Phones
- ☐ Staff Gossiping
- ☐ Hosts that Never Smile
- ☐ Unclean Bathrooms
- ☐ Inconsistent F&B
- ☐ Keeping Poor Performers

=

**NO
ACCOUNT
-ABILITY**



ENFORCE

THESE COSTS NOTHING TO EXECUTE!

- ❑ **SERVICE STANDARDS;** Raise Your Standards + Break Comfort + Code of Conduct
- ❑ **ALLERGY & MENU INFORMATION;** Creating Menu Specs + Communicate w/ Team
- ❑ **FOOD & BEV TESTING;** Create Taste Tests + On-the-Pass Tests + Written Tests



PROTECT

Your Brands Reputation

“I Keep Receiving **1-3 STAR** Reviews”

“**THE POLICE** Were Here Again Last Night”

“The Drivers are **LATE OR NOT** Prepared”



PROTECT

Your Brands Reputation

- ❑ **SECURITY SYSTEMS;** Slips & Falls + Lighting & Camera + Alcohol Safety + Incident Report
- ❑ **QUALITY CONTROL SYSTEMS;** Return Item Checklist + Expo Review + Inventory + Secret
- ❑ **ONLINE REPUTATION SYSTEM;** Review & Response + Communication to Team
- ❑ **3rd PARTY DELIVERY SYSTEMS;** Packaging + Timing + Communication + Quality Control



#CRBshow



PERFORM

During Your Venues Downtime

**ONCE A MOMENT GOES
BY – YOU NEVER GET IT
BACK**

- ☐ Business Development Meetings
- ☐ Team Training Exercises
- ☐ Marketing & Advertising
- ☐ Day-Part Preparation



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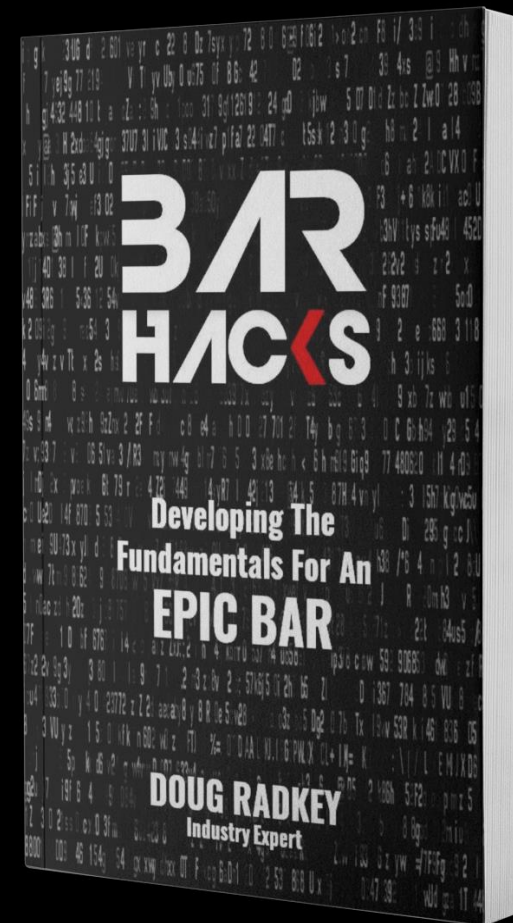
THE COLD HARD TRUTH

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- ✓ *Organized Day-to-Day Plans*
- ✓ *Time Set-Aside for Themselves*

THANK YOU

*250+ Pages of Strategies
to Develop Scalable, Sustainable,
Memorable, Profitable, and
Consistent Food, Beverage, &
Entertainment Venues.*

amazon



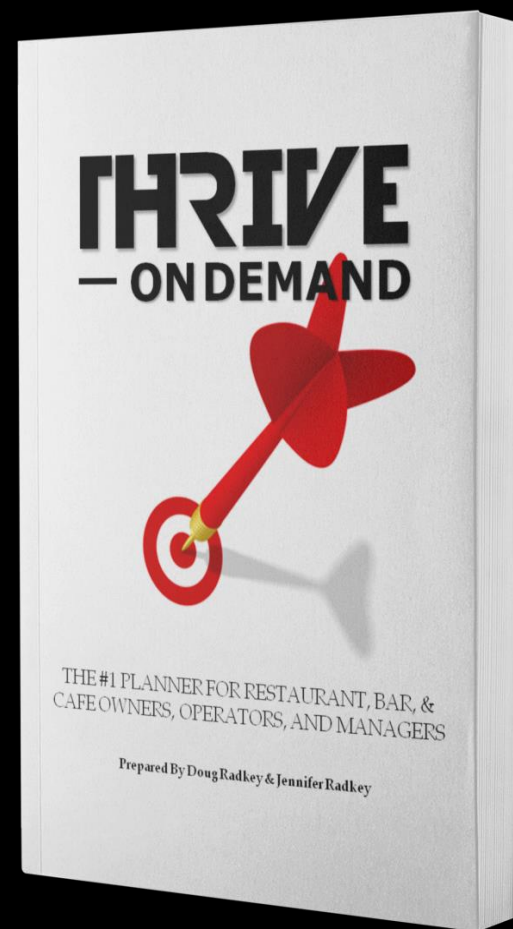
#BarHacks



THANK YOU

*13 Week Day-Planner Geared
Towards Restaurant Operators to
Maximize their Busy Day, Their
Business Goals, and Their Life.*

amazon



CR&B
Canadian Restaurant & Bar Show

#BarHacks



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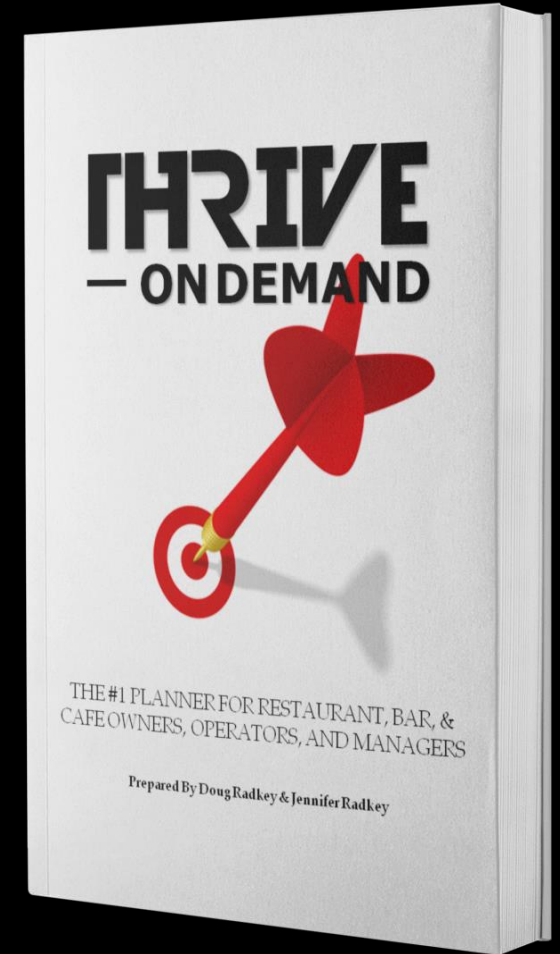
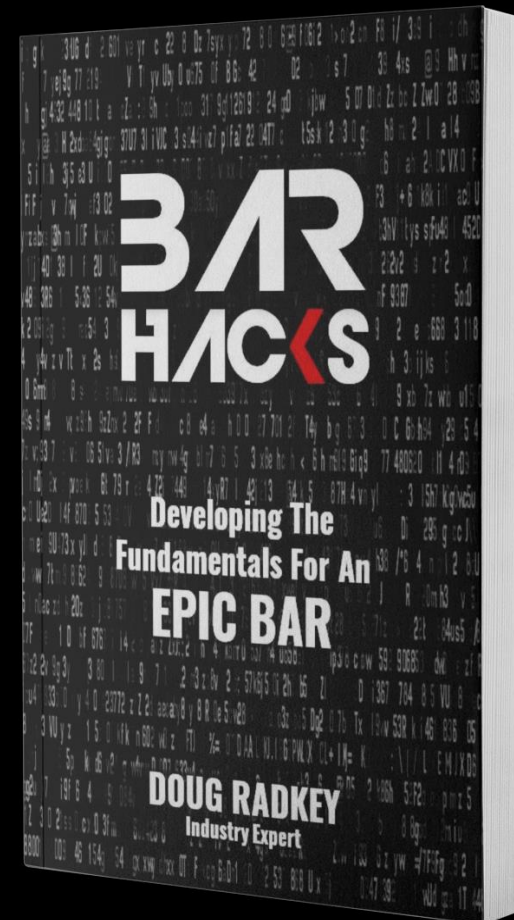
LET'S CONNECT

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