



THE THIRTY PERCENT OPERATING STANDARD
Facilitator SOP

Reclaim the Room

How to stop letting standards slide, with one conversation in 48 hours and follow-through to day 30.

For facilitators, area managers, GMs, managers, and shift leads. One workshop, one conversation, and thirty days of follow-through.

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Standard Operating Procedure. October 2026.



INSIDE

Start here

New here	How it works	Page 7
Running the workshop	Facilitator prep	Page 15
General managers	Your checklist	Page 30
Area managers	Your checklist	Page 32
Managers and shift leads	Your checklist	Page 29
Everyone	When to step in	Page 34

PART ONE · THE SETUP

Purpose and outcomes	6
How it works	7
Key terms	9
Tools of the trade	11
Audience and roles	12
Materials and room setup	13
Facilitator prep	15
Before the workshop: baseline	16

PART TWO · THE WORKSHOP

Session 1: Who Runs Your Room?	18
Session 2: The 30-Second Reset	20

PART THREE · THE FOLLOW-THROUGH

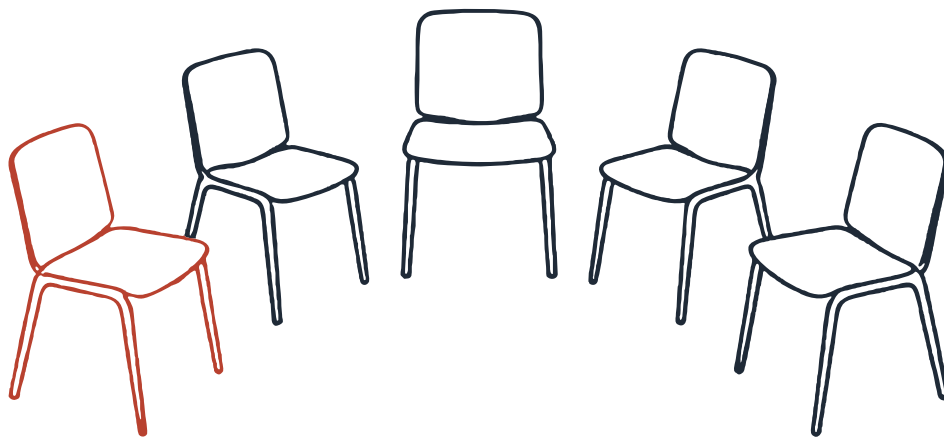
The 48-hour assignment	25
Follow-up checklists by role	29
When to step in	34
Trackers	38
Day-30 results scoreboard	42

PART FOUR · GUARDRAILS AND NEXT STEPS

Facilitator guardrails	44
What comes next	45
The 90-day roadmap	46
The six-month roadmap	47
Build it with us	48

APPENDIX · THE CARDS

Session 1, Reset, and commitment cards	50
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PART ONE

The setup

**PART ONE · THE SETUP**

Purpose and outcomes

Reclaim the Room is one group workshop that prepares every leader for one private conversation. Most leaders have at least one team member they keep letting things slide with. Letting it slide means seeing a missed standard and not dealing with it. You say nothing, soften it, wait for a better time, send a text, or hand it to someone else. This module names that person privately, and within 48 hours each leader has a calm accountability conversation with them. That conversation is their first fast, visible win.

Target outcomes within 30 days

- Every participating leader holds at least one face-to-face accountability conversation with the person they named.
- The time between a missed standard and a correction drops from days to the same shift, or 24 hours at most.
- Repeat misses drop, measured in POS and timeclock data.
- Leaders' private confidence scores rise (the 1 to 10 rating on their Session 1 card).

PART ONE · THE SETUP



How it works

Reclaim the Room runs for 30 days and starts with one 90-minute workshop. A facilitator runs the workshop: a Thirty Percent trainer, or a GM trained to run it. Managers, assistant managers, shift leads, and GMs take part together, then each leader has one private conversation within 48 hours.

30 days at a glance

When	What happens	Who
One week before	Baseline pulled, facilitator prep done	GM and facilitator
Day 0	Workshop: Session 1 (30 minutes) and Session 2 (50 minutes)	Facilitator and every leader
Days 0 to 2	Each leader holds their 30-Second Reset	Managers, shift leads, and GMs
Day 3	A check-in on every Reset	GMs with each manager
Day 5	Location roll-up reviewed, coaching notes sent	Area managers
Day 14	Second check-ins and GM calls	GMs and area managers
Day 28	Location scoreboards and stories sent	GMs
Day 30	Results reviewed and presented to the executive sponsor	Area managers

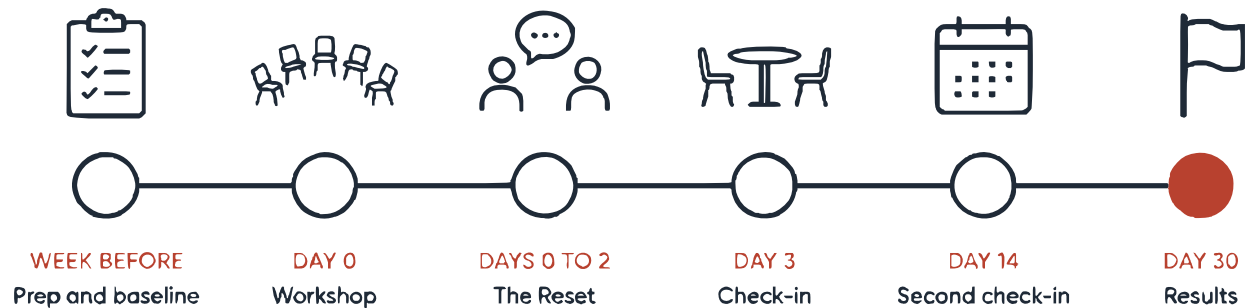


PART ONE · THE SETUP

The 30-day path

At a glance

The whole program on one page, from prep to results.



PART ONE · THE SETUP



Key terms

These words come up on every page. Learn them once here.

Letting it slide	Seeing a missed standard and not dealing with it. You say nothing, soften it, wait for a better time, send a text, or hand it to someone else.
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The person on your card	The one team member each leader names privately in Session 1: the person they let things slide with most.
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The 30-Second Reset	A three-sentence accountability conversation: “I noticed _____. Our standard is _____. Going forward, I need _____.”
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The five-count	After the three sentences, stop talking and count to five in your head. Let them fill the silence.
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Confidence score	Each leader’s private rating, from 1 to 10, of how confident they feel holding the person on their card accountable. They write it on the Session 1 card and rate it again on day 30.
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Three strikes	The step-in ladder for leaders who don’t follow through: Reset the leader, back them up, then escalate.
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Consequence ladder	A written plan for what happens on the first, second, and third miss of the same standard. You build it in the 90-day roadmap.
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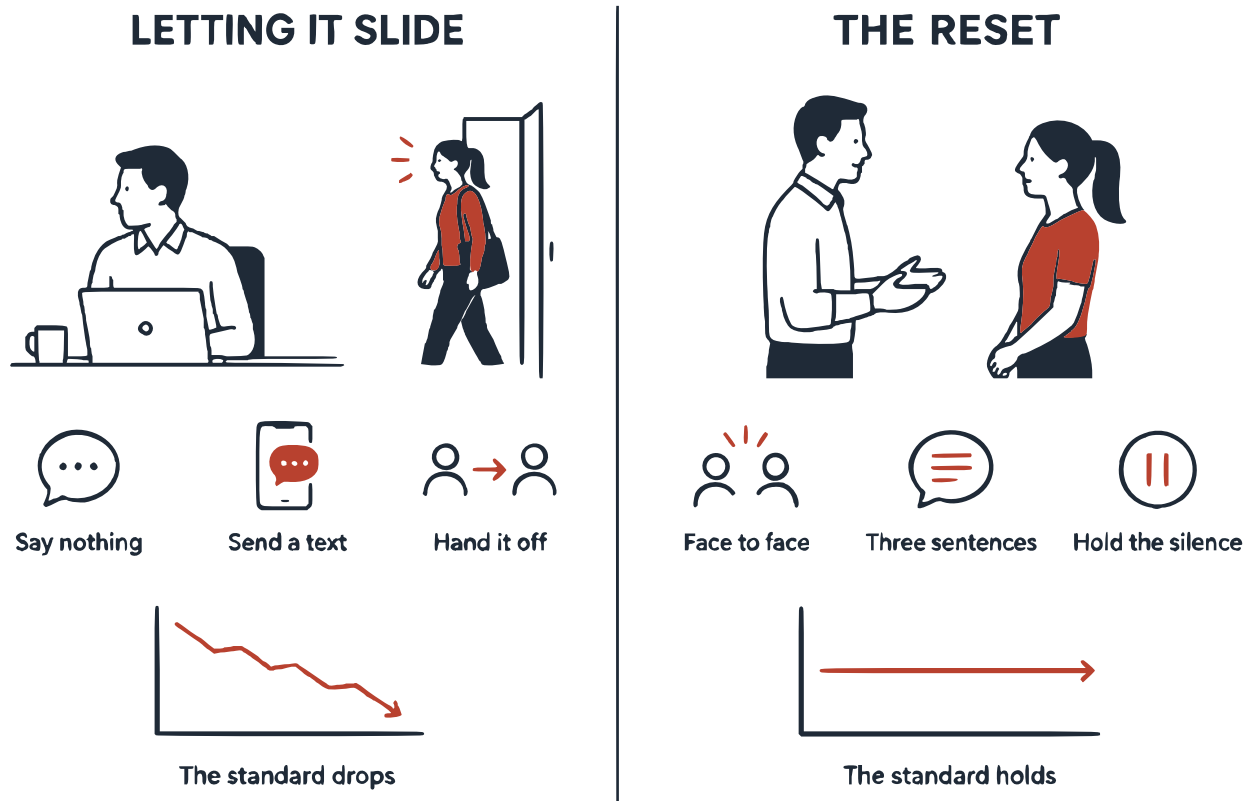


PART ONE · THE SETUP

Letting it slide vs. the Reset

At a glance

The same moment, handled two ways.



PART ONE · THE SETUP



Tools of the trade

Every tool lives in the appendix or the Tracking section. Here's what each one is for, who uses it, and when.

Tool	What it's for	Who uses it	When	Page
Session 1 card	The person you let things slide with, your assumption, and your confidence score	Every leader	Session 1, then day 30	50
Reset card	The three sentences and the five-count, on one card	Every leader	Every Reset	51
Commitment card	When, where, and the first sentence of your 48-hour Reset	Every leader	End of Session 2	52
Reset log	Every Reset, its outcome, and the next step	Managers and shift leads	Every shift	41
Manager tracker	Each manager's Reset, check-ins, and scores	GMs	Days 2, 3, 14, and 30	39
Location roll-up	Every location's progress in one view	Area managers	Days 5 and 14	40
Rollout tracker	Every milestone, owner, and due date	Area managers	All 30 days	38
Day-30 scoreboard	Baseline numbers next to day-30 results	GMs, then area managers	Before the workshop and on day 30	42



PART ONE · THE SETUP

Audience and roles

Managers, assistant managers, and shift leads are the primary participants. GMs take part in both workshop sessions alongside them, then own follow-up for their managers. Area managers own follow-up for their GMs. In companies without area managers, the director of operations takes that role. The module works best with 6 to 20 participants per group.

Role	Who	Responsibilities
Facilitator	Thirty Percent trainer, or a GM trained to run it	Runs both sessions, plays the team member in live reps, joins the first GM check-in, builds the day-30 presentation
Executive sponsor	Owner or operations leader	Opens Session 1, publicly backs leaders' authority, does not overturn a leader's correction without talking to that leader first, receives the day-30 results
Area manager	Oversees multiple locations	Follows up with each GM, keeps the location roll-up and rollout tracker, presents the area scoreboard on day 30
General manager	Leads one location	Attends both sessions, pulls the baseline and day-30 data, runs check-ins with every manager, keeps the manager tracker, reports to the area manager
Managers and shift leads	Mid-level leaders at each location	Complete both sessions, the 48-hour Reset, and both check-ins, and keep a Reset log

PART ONE · THE SETUP



Materials and room setup

Both sessions run back to back in one 90-minute workshop: Session 1 (30 minutes), a 10-minute break, then Session 2 (50 minutes). They can also run on two consecutive days.

Checklist

-
- ☐ One Session 1 card, one envelope, and one clipboard or hard writing surface per participant (Appendix A)
 - ☐ One Reset card and one commitment card per participant (Appendix B and C)
 - ☐ Pens, plus a whiteboard or flip chart for the three sentences
 - ☐ The baseline scoreboard, filled in before the workshop
 - ☐ Chairs in a U or open circle, with clear space at the front for live reps
 - ☐ Phones away for the full workshop
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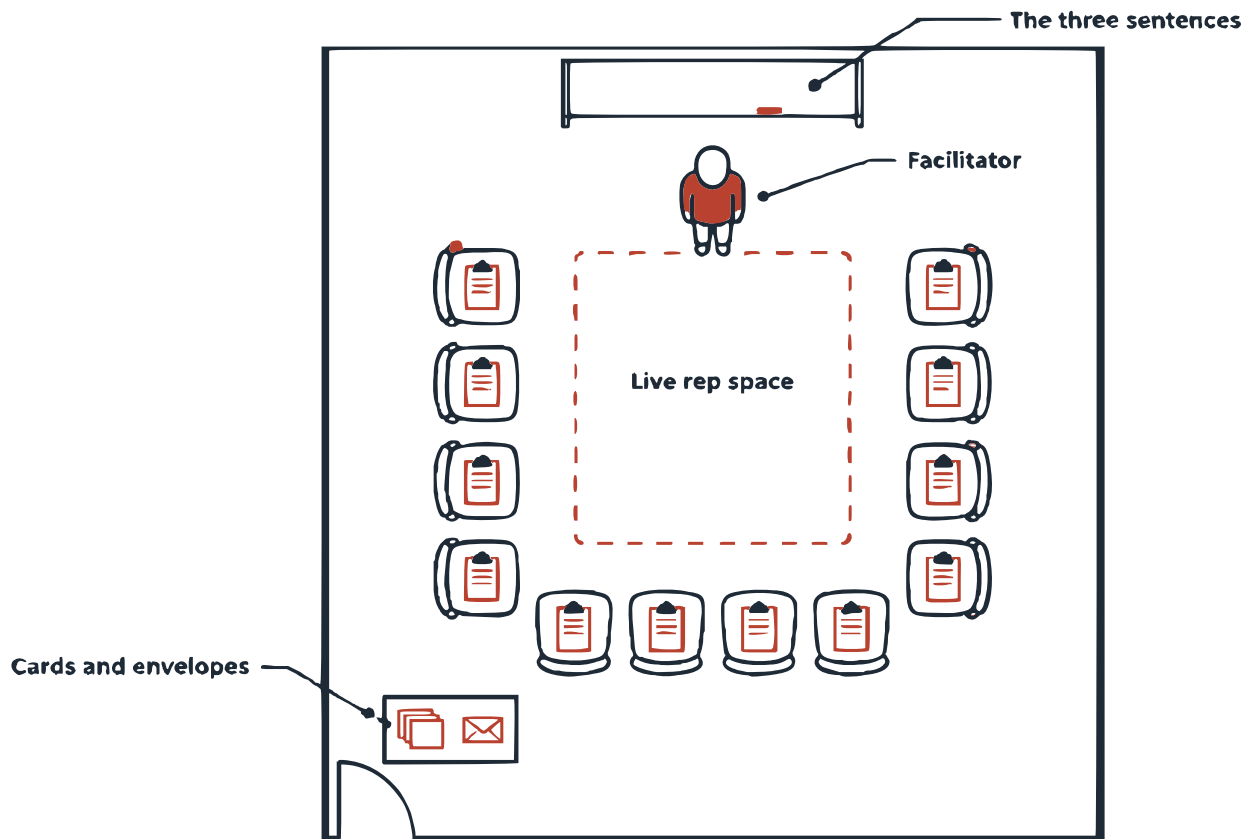


PART ONE · THE SETUP

What the room looks like

At a glance

Chairs in a U, open space for live reps, and the three sentences on the board.



PART ONE · THE SETUP



Facilitator prep

The week before the workshop

Whoever runs the workshop does these the week before. Anyone who follows this list can run Reclaim the Room.

Checklist

- ☐ Book 90 minutes in a private room, with a 10-minute break between the two sessions.
- ☐ Confirm the executive sponsor will open Session 1. If they can't, the most senior leader in the room opens instead.
- ☐ Print one Session 1 card, Reset card, and commitment card per participant, plus envelopes and clipboards.
- ☐ Print the trackers for after the workshop: a Reset log for every manager, a manager tracker for every GM, and a location roll-up for every area manager.
- ☐ Prepare your own example of letting something slide. Keep it real and under one minute.
- ☐ Rehearse the three rounds out loud, the charm, the pushback, and the silent treatment, until they feel natural.
- ☐ Confirm the GM has pulled the baseline numbers.

**PART ONE · THE SETUP**

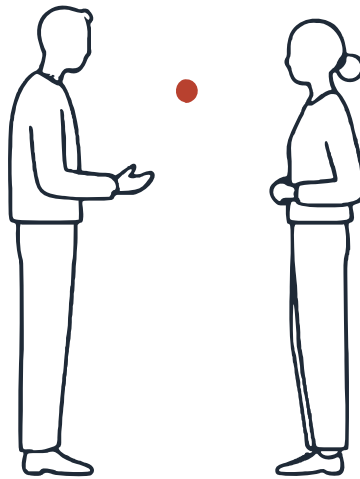
Before the workshop: baseline

Capture the baseline one week before the workshop so the day-30 results have something to beat. The GM owns every step on this page. Names stay private, so every baseline number is team-level or per leader, never per team member.

Checklist

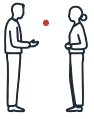
- ☐ The GM pulls the last 30 days of POS and timeclock data: tardies, comps and voids, and cash variances.
- ☐ Count each leader's documented face-to-face accountability conversations from the last 30 days. Expect most to be close to zero. If nothing was documented, record zero.
- ☐ Estimate the average number of days between a missed standard and a correction.
- ☐ Send the team one anonymous question, rated 1 to 5: "Standards here apply to everyone the same way."
- ☐ Enter all four numbers in the Baseline column of the Day-30 results scoreboard.

Leaders record their own private confidence score during Session 1, because it depends on the name they write down.



PART TWO

The workshop



PART TWO · THE WORKSHOP

Session 1: Who Runs Your Room?

30 minutes

Leaders privately name the one person they keep letting things slide with, and realize that person is setting the standard, not them. It's usually the person whose reaction they dread: the star bartender, the owner's friend, the veteran who pushes back.

☐ **Open (5 min)**

The executive sponsor opens and states, in their own words, that they back every leader in the room. The facilitator then shows that every leader lets things slide with someone.

SAY *"Every leader has had someone they let things slide with. Here's mine."* Share a real example of your own.

☐ **The name (3 min)**

Hand out the Session 1 cards (Appendix A) and clipboards.

SAY *"Write down one name: the person on your team you'd least want to hold accountable tomorrow. Don't share it."*

☐ **The hands (2 min)**

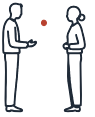
Ask for a show of hands, then pause so the room can look around.

SAY *"Raise your hand if a name came to you in under three seconds."*

THEN *"Every hand is up. This isn't a weakness. It's a pattern every leader has."* If a few hands stay down, start with *"Most hands are up"* instead.

☐ **The assumption (5 min)**

SAY *“Under the name, write what you think will happen if you hold them to the standard tomorrow.”*

☐ **The confidence score (2 min)**

SAY *“On a scale of 1 to 10, how confident are you holding this person accountable? Write the number on your card.”*

☐ **The aha (8 min)**

Deliver the line, then hold five full seconds of silence.

SAY *“Look at what you wrote. Those are assumptions, not facts.*

Right now, the person on that card is setting the standard in your building, not you.”

- Invite a few volunteers to read their assumptions aloud. Never names.

☐ **Close (5 min)**

Participants put their cards in envelopes and keep them.

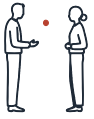
SAY *“Keep that card. In the next session you’ll get the tool to change it, and that card is your first assignment.”*

KEY POINT

Right now, the person on that card is setting the standard in your building, not you.

FACILITATOR NOTE

If a participant can’t think of a name, ask them to write down the conversation they’ve postponed the longest, and why they’ve postponed it this long.



PART TWO · THE WORKSHOP

Session 2: The 30-Second Reset

50 minutes

Leaders learn one three-sentence tool, practice it live against realistic pushback, and leave committed to using it within 48 hours.

☐ **Teach the tool (5 min)**

Write the three sentences on the board:

- “I noticed ____.”
- “Our standard is ____.”
- “Going forward, I need ____.”
- Then stop talking and hold the silence for a five-count. No apologizing, softening, or explaining.

☐ **Demo (5 min)**

The facilitator plays the leader and a volunteer plays the team member. Exaggerate the five-count so the room sees it.

☐ **Set up the reps (2 min)**

Tell the room what to do before showing them how.

SAY “Keep an open mind. Role-play feels awkward at first, and repetition is the mother of skill.”

SAY “I’ll play the person on your card in three rounds: the charm, the pushback, and the silent treatment. Watch how my tone and body language change each round.”

SAY “Your job doesn’t change. Deliver the three sentences, then hold the five-count. If I push back, say: ‘I hear you, and the standard stays.’”

PART TWO · THE WORKSHOP



Session 2: The 30-Second Reset, continued

☐ **Live reps (28 min)**

Each leader does one rep at the front, two to three minutes long, with the facilitator playing the person on their card. The leader describes that person's usual reaction in one line, without a name. Every rep runs all three rounds in order:

- Round 1, the charm: *"Come on, you know I've got you."*
- Round 2, the pushback: *"Everyone does it. Why are you singling me out?"*
- Round 3, the silent treatment: arms crossed, no words, no eye contact.
- With more than 10 participants, run reps in trios (leader, role-player, observer) and step in to play Round 3 yourself.

☐ **The aha (5 min)**

Ask the room what happened during the silence. Most will describe feeling the power shift back to them.

SAY *"The silence is where the power changes hands."*

☐ **Commitment (5 min)**

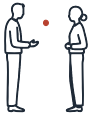
Each leader fills out a commitment card (Appendix C) and will text "Done" to their GM after the conversation. GMs text their area manager instead. Push for specifics:

WEAK *"I'll work on having hard conversations."*

STRONG *"Thursday, 4:45, in the office. 'I noticed your phone was out on the floor twice last night.'"*

KEY POINT

Every standard you let slide becomes the new standard. The Reset is how a leader takes it back.

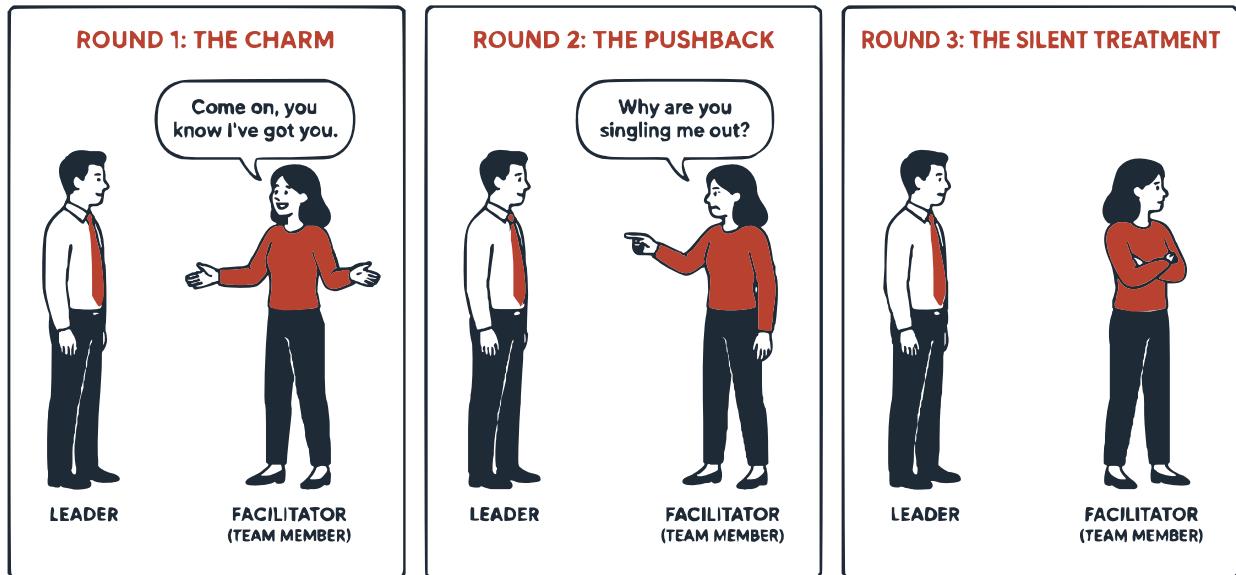


PART TWO · THE WORKSHOP

Live reps: three rounds

At a glance

Same leader, same line, three kinds of pushback.



Your line: I hear you, and the standard stays.

PART TWO · THE WORKSHOP



The Reset, step by step

At a glance

What to say, what to do in the silence, and what happens after.





PART THREE

The follow-through

PART THREE • THE FOLLOW-THROUGH



The 48-hour assignment

Every leader holds one 30-Second Reset with the person on their card within 48 hours of the workshop. It's the three-sentence conversation they practiced in Session 2, and the Reset card (Appendix B) is their reminder.

☐ **Start small**

Pick the smallest standard that person is currently missing, such as phone use on the floor, arriving five minutes late, or skipped side work. Low stakes, big signal.

☐ **Face to face, in private**

Never by text, group message, or a team-wide reminder.

☐ **Three sentences, then the five-count**

Say "I noticed _____. Our standard is _____. Going forward, I need _____." Then stop talking, count to five in your head, and let them fill the silence.

☐ **Hold the line**

If they push back, say "I hear you, and the standard stays." Don't reverse the decision in the moment.

☐ **Report it**

Afterward, text your GM one word: "Done." GMs text their area manager. Then add the conversation to your Reset log.

THE CLEAN SLATE

Next shift, treat the person exactly like everyone else. No extra warmth to make up for the conversation, and no coldness either.

Overcorrecting in either direction teaches them that pushback changes the leader's behavior.

**PART THREE · THE FOLLOW-THROUGH****The 48-hour assignment**, continued**If this happens**

You won't share a shift within 48 hours

Hold the Reset at the start of your next shared shift, and tell your GM the date when you text.

The standard isn't written down

Use one your team already knows: arrival time, phone use on the floor, uniform, side work, steps of service, or cash handling. Say it plainly, then tell your GM so it gets written down.

They get upset

If they cry, go quiet, or say they'll quit, stay calm and kind, and don't take the standard back. Say *"I hear you, and the standard stays,"* end the conversation, and tell your GM the same day. If it turns hostile or threatening, end it, write down what happened, and bring it to your GM or HR the same day.

PART THREE • THE FOLLOW-THROUGH

The Reset in real life

At a glance

One missed standard, handled in four moves.



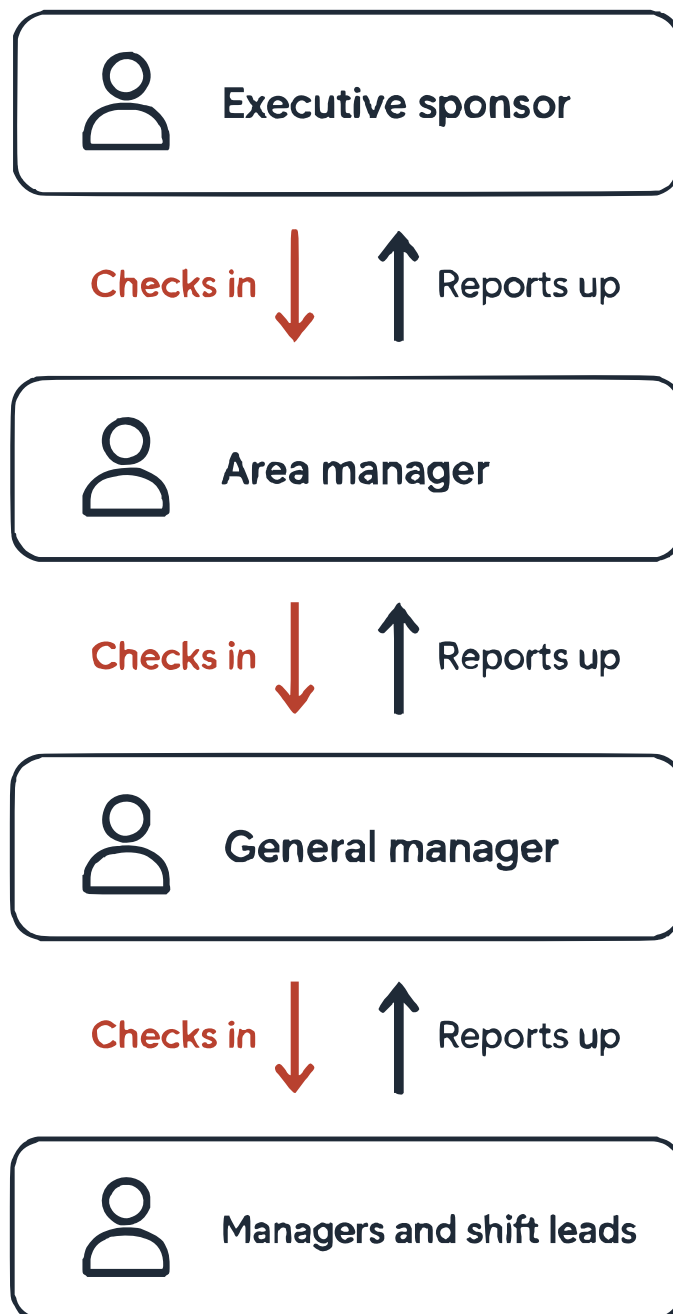


PART THREE • THE FOLLOW-THROUGH

Who checks whom

At a glance

Each level checks in with the level below it and reports to the level above.



PART THREE • THE FOLLOW-THROUGH



Managers and shift leads

Follow-up checklist

Each level checks the level below it, so every Reset is confirmed, coached, and counted within 30 days. Day 0 is the workshop.

YOUR TOOLS The Reset card (page 51) and your Reset log (page 41). Print a new log page whenever one fills up.

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|--------------------------|--------------------|--|
| ☐ | Days 0 to 2 | Hold the 30-Second Reset with the person on your card. |
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| ☐ | Same day | Text your GM “Done” and add the conversation to your Reset log. |
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| ☐ | Day 3 | Attend your check-in with your GM. |
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| ☐ | Days 3 to 30 | Use the Reset for every missed standard and log each one. Keep tracking the person on your card privately. |
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| ☐ | Day 30 | Re-rate your confidence score. Report it to your GM with your named-person trend: better, same, or worse. |
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PART THREE · THE FOLLOW-THROUGH

General managers

Follow-up checklist · Days 0 to 4

Each level checks the level below it, so every Reset is confirmed, coached, and counted within 30 days. Day 0 is the workshop.

YOUR TOOLS The manager tracker (page 39) and the Day-30 scoreboard (page 42).

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| ☐ | Days 0 to 2 | Complete your own Reset, then text your area manager “Done.” |
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| ☐ | Day 3 | Run a 15-minute check-in with each manager, one on one or as a leaders-only huddle. Ask: <ul style="list-style-type: none">• “Did you have the conversation?”• “What did you predict would happen, and what actually happened?”• “What did you feel during the five-count?”• “What’s the next small standard you’ll hold them to?” |
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| ☐ | Day 3 | If a manager didn’t do it, don’t shame them. Ask what stopped them, run one five-minute rep on the spot, and set a new 24-hour commitment. |
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| ☐ | Day 4 | Update the manager tracker and send your completion rate to your area manager. Name any manager who needs a step-in. Your area manager replies within 24 hours. |
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PART THREE · THE FOLLOW-THROUGH



General managers

Follow-up checklist · Weekly to day 28

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| ☐ | Weekly | Review each manager's Reset log count in your manager meeting. |
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| ☐ | Day 14 | Run a second check-in focused on the next standard each manager is holding. |
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| ☐ | Day 28 | Fill in your location's scoreboard and choose two or three stories. Send both to your area manager with your read on each manager and your one focus for the next 30 days. You'll review them together before day 30. |
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PART THREE · THE FOLLOW-THROUGH

Area managers

Follow-up checklist

Each level checks the level below it, so every Reset is confirmed, coached, and counted within 30 days. Day 0 is the workshop.

YOUR TOOLS The location roll-up (page 40), the rollout tracker (page 38), and the Day-30 scoreboard (page 42).

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| ☐ | Days 0 to 2 | Confirm each GM completed their own Reset. |
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| ☐ | Day 5 | Review the location roll-up. Reply to each GM within 24 hours with one coaching note, and call any GM whose day-3 check-ins aren't done. |
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| ☐ | Day 14 | Hold a 20-minute call with each GM. Review completion, coach them on any stuck managers, and ask how their own Resets are going. |
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| ☐ | Day 30 | Review each location scoreboard with its GM: what moved, what didn't, and their one focus for the next 30 days. Then combine them into one area scoreboard and present it to the executive sponsor with the strongest stories. |
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| ☐ | Day 30 | Schedule a repeat of Session 2 for any location where managers haven't completed their Resets. |
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PART THREE • THE FOLLOW-THROUGH



Collecting stories

What counts as proof on day 30

A story only counts as proof if it shows what changed. Collect stories at every check-in, with permission, and leave out team members' names. A complete story covers four things: what the leader assumed would happen, what actually happened, what they did next, and what has changed since. If you only hear the first half, ask "What did you do next?"

NOT ENOUGH

"I finally did it and they just said okay."

STRONG

"I assumed they'd blow up. They just said okay, so I asked what would keep it from happening again. We agreed on a plan, and they've been on time every shift since."



PART THREE • THE FOLLOW-THROUGH

When to step in

How to spot it

The 30 days only work if every level holds the level below it accountable, leaders included. These are the clear signs that the program isn't working or isn't being done, where you'll see each one, and who steps in.

Signal	Where you'll see it	Who steps in
No "Done" text within 48 hours	Manager tracker: Reset done by day 2	GM, on day 3
Day-3 check-ins not held	Location roll-up on day 5	Area manager, same day
Completion rate not sent by day 4	Rollout tracker	Area manager, on day 5
Zero Resets logged in a week	Reset log count at the weekly manager meeting	GM, that week
Corrections by text, group message, or handed to someone else	Messages, or a manager asking "Can you talk to them?"	GM, same shift
A decision reversed after pushback	A schedule, section, or write-up changed after the team member reacted	GM, same day
The same standard missed three times with no escalation	Reset log shows "repeated" three times	GM, next shift
Confidence flat or named-person trend "worse"	Day-14 check-in	GM, at the check-in
Team pulse flat or lower on day 30	Day-30 scoreboard	Area manager, with the GM

PART THREE • THE FOLLOW-THROUGH



When to step in

What to do: three strikes

Use the same ladder at every level. Each miss moves one step.

1

First miss: Reset the leader

Use the 30-Second Reset on them. Ask what stopped them, run a five-minute rep on the spot, and set a new 24-hour commitment.

2

Second miss: Back them up

A second leader joins the next conversation, and the GM confirms it happened the same day. The leader shares the name on their card with that one person only.

3

Third miss: Escalate

Take it one level up: manager to GM, GM to area manager, area manager to the executive sponsor. The leader repeats Session 2.

WHY IT WORKS

Each strike adds support before it adds consequences, so a leader gets help before they get escalated. Skip a strike, and the leader learns that a miss carries no follow-up. Every standard you let slide becomes the new standard.

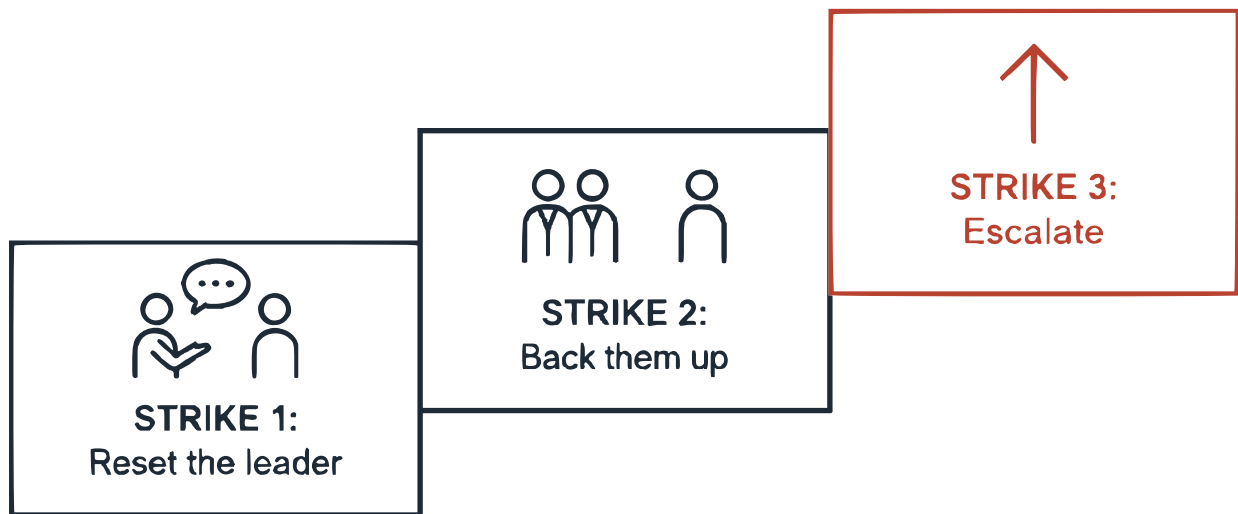


PART THREE • THE FOLLOW-THROUGH

Three strikes at a glance

At a glance

What happens when a leader doesn't follow through.



Support first, then consequences.

PART THREE • THE FOLLOW-THROUGH



Hold leaders to the same standard

When to step in

The Reset works on leaders too. A GM whose manager missed the 48-hour Reset might say:

THE RESET, LEADER TO LEADER

- 1 *“I noticed your Reset didn’t happen by day 2.”*
- 2 *“Our standard is within 48 hours.”*
- 3 *“Going forward, I need it done before the end of your next shift.”*

Then hold the five-count, exactly the way your managers do.

KEY POINT

You can’t ask managers to hold a standard you won’t hold with them. When GMs use the Reset on their own managers, it stops being a training exercise and becomes how the company runs.



PART THREE • THE FOLLOW-THROUGH

Rollout tracker

Owner: area manager

Four trackers make every step visible. Managers keep a Reset log, GMs keep the manager tracker, and area managers keep the location roll-up and the rollout tracker.

Milestone	Owner	Due	Status
Baseline pulled	GM	Week before	☐ In progress ☐ Done
Workshop delivered (Sessions 1 and 2)	Facilitator	Day 0	☐ In progress ☐ Done
GM's own Reset completed	GM	Day 2	☐ In progress ☐ Done
Managers' Resets completed	Managers and shift leads	Day 2	☐ In progress ☐ Done
Day-3 check-ins held	GM	Day 3	☐ In progress ☐ Done
Completion rate sent to area manager	GM	Day 4	☐ In progress ☐ Done
Location roll-up reviewed	Area manager	Day 5	☐ In progress ☐ Done
Day-14 check-ins held	GM	Day 14	☐ In progress ☐ Done
Day-14 GM calls held	Area manager	Day 14	☐ In progress ☐ Done
Location scoreboard and stories submitted	GM	Day 28	☐ In progress ☐ Done
Area scoreboard presented to executive sponsor	Area manager	Day 30	☐ In progress ☐ Done

PART THREE · THE FOLLOW-THROUGH

Manager tracker

Owner: GM, one per location

[illegible]



Owner: area manager

Page 40

PART THREE · THE FOLLOW-THROUGH



Reset log

Owner: each manager

Log every Reset, not only the one with the person on your card. Record the outcome as resolved, repeated, or escalated. If it’s repeated or escalated, write your next step and when it will happen. Print a new page whenever this one fills up.

Date	Standard addressed	Outcome	Next step (if repeated or escalated)	By when



PART THREE • THE FOLLOW-THROUGH

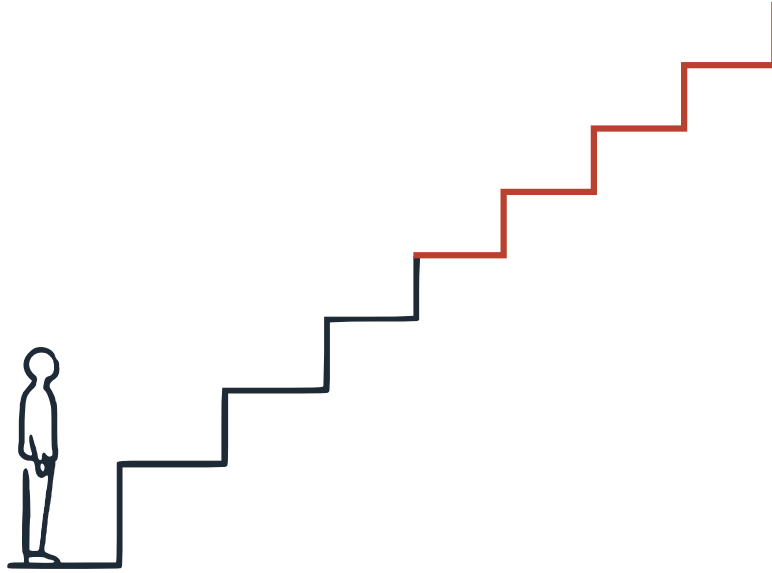
Day-30 results scoreboard

Each GM fills in one scoreboard for their location by day 28. The area manager combines them on day 30 and presents the results to the executive sponsor with two or three stories.

Metric	Source	Baseline	Day 30
Face-to-face accountability conversations per leader (last 30 days)	Leader log and check-ins		
Average days from a missed standard to a correction	Leader log		
Leaders who completed the 48-hour Reset	Day-3 check-in		
Average private confidence score (1 to 10)	Session 1 card vs. day-30 re-rate		
Repeat misses: tardies, comps and voids	POS and timeclock		
“Standards here apply to everyone the same way” (average, 1 to 5)	Anonymous team pulse		
Named-person trend: better, same, or worse	Each leader, reported privately		

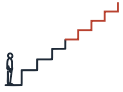
A NOTE ON NAMES

Leaders track the person on their card themselves and report only the direction of change, so no names are ever collected.



PART FOUR

Guardrails and next steps



PART FOUR · GUARDRAILS AND NEXT STEPS

Facilitator guardrails

These rules keep the module safe, private, and focused on standards rather than people.

Names stay private

Never ask for, collect, or guess the names on the cards. Leaders keep their own cards. The one exception is a second strike: the leader tells the one leader who joins the conversation, and no one else.

Neutral framing

Describe letting things slide as a universal leadership pattern, not a personal weakness and not anyone's fault.

Intensity, not cruelty

Make the pushback realistic enough that leaders feel the pull to let it slide. Stop the rep if a participant becomes genuinely distressed.

Escalate hostility

If a Reset turns hostile or threatening, the leader ends it calmly, documents it, and brings it to the GM or HR the same day.

Standards, not people

Never discuss a team member's appearance, personality, or motives. The tool targets one behavior and one standard.

Go first

Share your own example of letting something slide before asking anyone else to reflect.

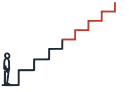
Everyday standards only

Serious misconduct, harassment, safety, and legal issues follow the company's existing policy and HR process, not the 30-Second Reset.

Sponsor backing

The executive sponsor does not overturn a leader's correction without talking to that leader first.

PART FOUR · GUARDRAILS AND NEXT STEPS



What comes next

Reclaim the Room creates the first win. The program then builds it into a system, raising the bar at each stage once the previous one is consistent.

1**Consistency**

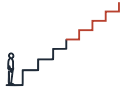
The 30-Second Reset becomes standard practice, supported by written standards, a consequence ladder, and a shared log. A consequence ladder spells out what happens on the first, second, and third miss of the same standard. The three strikes in this SOP are the version for leaders, and Thirty Percent can build the full ladder for your team with you.

2**Escalation**

Leaders practice the harder conversations: repeat misses, documented write-ups, and pushback that doesn't fold.

3**Team-owned standards**

The team holds each other to the standard without waiting for a manager.

**PART FOUR · GUARDRAILS AND NEXT STEPS**

The 90-day roadmap

Day 30 proves the Reset works. Days 31 to 90 make it consistent and raise the bar.

Days 1 to 30 Reclaim the Room

Every leader gets one win: a 30-Second Reset with the person they named.

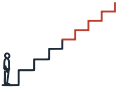
Days 31 to 60 Make it consistent

- Write the standards for every role, so everyone knows exactly what the standard is.
- Build a consequence ladder for repeat misses.
- Make the Reset daily practice, logged in one shared log.
- GMs review Reset logs weekly, and area managers call each GM weekly.
- Run the scoreboard again on day 60.

Days 61 to 90 Raise the bar

- Leaders practice the harder conversations: repeat misses, documented write-ups, and pushback that doesn't fold.
 - GMs observe one shift per manager each month and coach what they see.
 - On day 90, compare the scoreboard to the baseline and review it with the executive sponsor.
-

PART FOUR · GUARDRAILS AND NEXT STEPS



The six-month roadmap

Months four to six turn the standard into the culture, so it holds even when no manager is in the room.

Months 1 to 3 **The 90-day roadmap**

Reclaim the Room, make it consistent, then raise the bar.

Month 4 **Leaders build leaders**

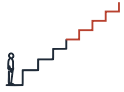
GMs train managers to coach shift leads on the Reset, and leaders compare standards across locations every month.

Month 5 **The team owns the standard**

Team members hold each other to the standard, new hires learn the standards and the Reset during onboarding, and leaders recognize the standard being kept, not just corrected.

Month 6 **Lock it in**

Run the six-month scoreboard against the original baseline, check that your strongest people are staying, and set each leader's development plan for the next six months.

**PART FOUR · GUARDRAILS AND NEXT STEPS**

Build it with us

This SOP gets you through the first 30 days. Thirty Percent can build and run the 90-day and six-month roadmaps with your team.

We build it

Your written standards, consequence ladder, and trackers, set up for every location.

We run it

The workshop, the live reps, and every repeat of Session 2.

We coach it

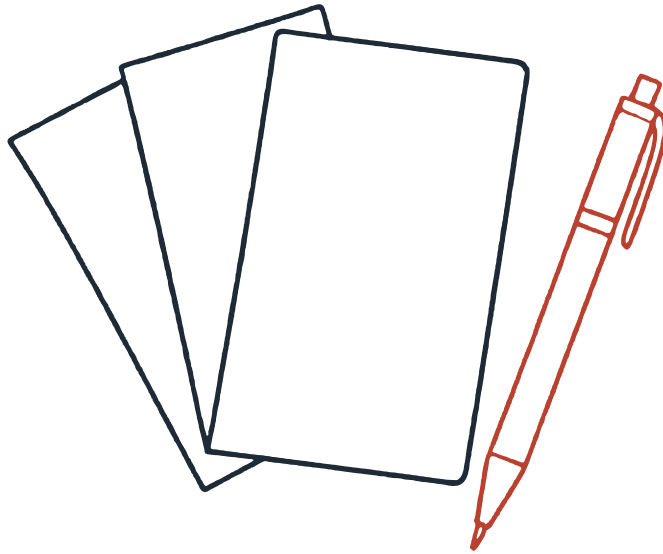
Your GMs and area managers through every check-in, so the follow-up actually happens.

We measure it

Scoreboards on day 30, day 90, and month six, reviewed with your leadership team.

WORK WITH THIRTY PERCENT

To get started, talk to your Thirty Percent facilitator or visit 30percentrule.com.



APPENDIX

The cards



APPENDIX • THE CARDS

A. Session 1 card

Private. Fill it out during Session 1 and keep it in your envelope.

Print one of each card per participant.

Field	Your answer
The name (private, never shared)	
What I've been letting slide	
How long I've let it slide, and why	
My assumption: what I think will happen if I hold them to the standard	
Confidence holding them accountable today (1 to 10)	
Confidence on day 30 (1 to 10)	

APPENDIX • THE CARDS



B. The 30-Second Reset card

Three sentences, then the five-count.

THE 30-SECOND RESET

- 1 “I noticed ____.”
- 2 “Our standard is ____.”
- 3 “Going forward, I need ____.”
- 4 Stop talking. Hold a five-count.

If they push back: *“I hear you, and the standard stays.”*

Next shift: clean slate, same warmth as everyone else.



APPENDIX • THE CARDS

C. Commitment card

Fill it out at the end of Session 2.

Be specific. “*I’ll work on hard conversations*” is not a commitment. “*Thursday, 4:45, in the office: ‘I noticed your phone was out on the floor twice last night’*” is.

Field	Your answer
The smallest standard they’re currently missing	
When (day and shift)	
Where (a private spot)	
My first sentence, word for word	
Who I’ll text “Done” to (managers: your GM; GMs: your area manager)	

