LEADERSHIP THROUGH OWNERSHIP

THE INFINITE GAME

Thirty Percent

TOP 4 REASONS PEOPLE QUIT

1

2

3

4

Thirty Percent

TOP 4 REASONS PEOPLE QUIT

1. LEADERSHIP
2.
3.
4.

Thirty Percent

TOP 4 REASONS PEOPLE QUIT

1. LEADERSHIP
2. POOR TRAINING
3.
4.

Thirty Percent

TOP 4 REASONS PEOPLE QUIT

1. LEADERSHIP
2. POOR TRAINING
3. LACK OF GROWTH
4.

Thirty Percent

TOP 4 REASONS PEOPLE QUIT

1. LEADERSHIP
2. POOR TRAINING
3. LACK OF GROWTH
4. PAY

Thirty Percent

Note takers are money-makers

Thirty Percent

Knowledge is NOT power.

Thirty Percent

Knowledge WITH action = REAL power

Thirty Percent

Don't let your past dictate your future.

Thirty Percent

80/20

Bottom line:

"All problems are 80% RESOURCEFUL, 20% RESOURCES."

It's not about resources, it's about being resourceful

Thirty Percent

THE DATA

70% of restaurant customers visit only once and never return

Thirty Percent

THE DATA

4 out of 5 “repeat” customers disappearing every year

THE DATA

60% of total sales come from repeat customers

THE DATA

Increasing your retention by 5% will increase PROFITS by up to 25%

This needs to be our obsession

Thirty Percent


Chick-fil-A


IN-N-OUT
BURGER


Raising
Cane's
CHICKEN FINGERS


鼎泰豐
DIN TAI FUNG


CARBONE
FINE FOOD


TEXAS
ROADHOUSE

Chick-fil-A

20% YoY for 25 yrs

IN-N-OUT BURGER

$2.6B YRLY ONLY 431 LOCATIONS

Raising Cane's CHICKEN FINGERS

$7M PER UNIT

鼎泰豐 DIN TAI FUNG

$27M PER UNIT

CARBONE FINE FOOD

$100M SALES PASTA SAUCE

TEXAS

$175K AVERAGE WEEKLY SALES / 755 LOCATIONS

Chick-fil-A

LEADERSHIP

IN-N-OUT BURGER

LEADERSHIP

Raising Cane's Chicken Fingers

LEADERSHIP

鼎泰豐
DIN TAI FUNG

LEADERSHIP

CARBONE
FINE FOOD

LEADERSHIP

TEXAS ROADHOUSE

LEADERSHIP

Focus + Clarity + Innovation

Thirty Percent

"The man who does more than he is paid for will soon be paid for more than he does"

-Napoleon Hill

Thirty Percent

Focus + Clarity + Innovation

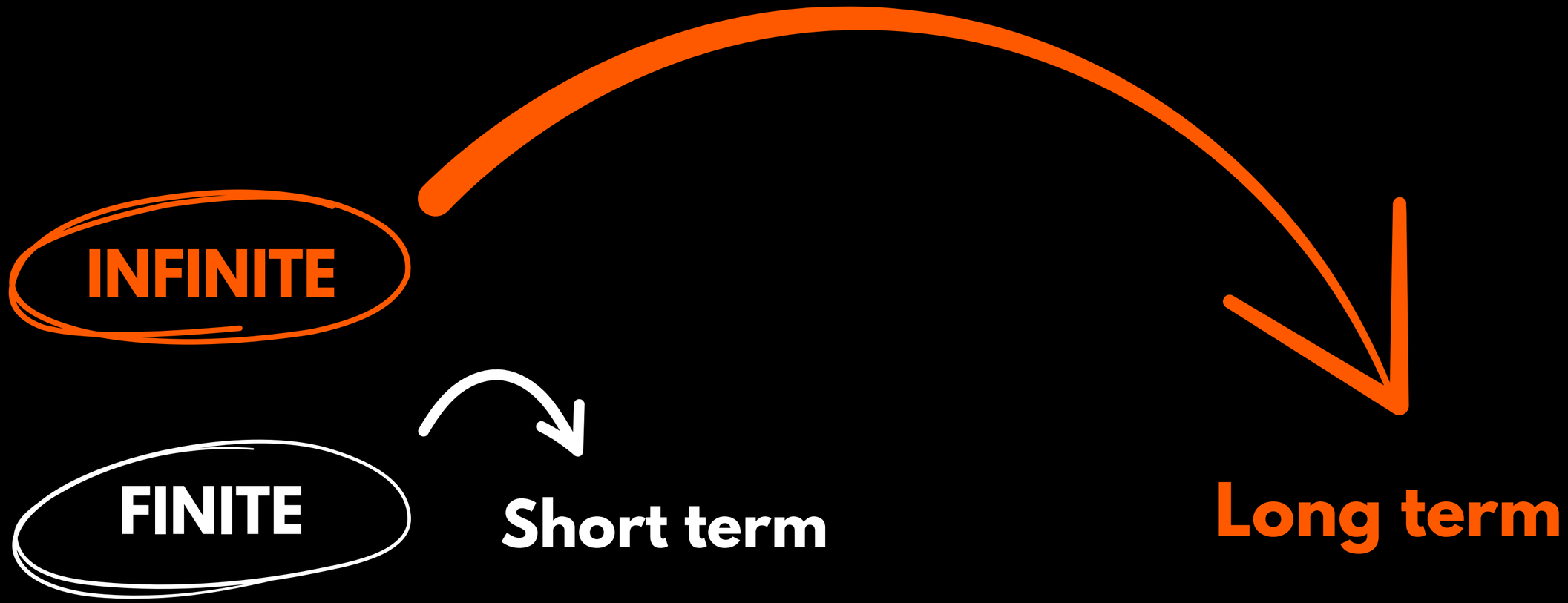
Thirty Percent

CORE TRUTHS

Thinking like everyone else = average results -
It's time to change everything:

Paradigm Shift: Finite vs Infinite Mindset

Thirty Percent



Thirty Percent

INFINITE

FINITE

Short term



Long term



Thirty Percent

INFINITE

FINITE

Short term





Long term





Thirty Percent

INFINITE

FINITE

Short term





myspace

Long term



NETFLIX



Thirty Percent

WE HAVE ONE MISSION:
EXPERIENCE

Thirty Percent

It all starts with a GUEST FIRST mindset

Thirty Percent

Focus + Clarity + Innovation

Thirty Percent

What is a successful business model?

Is the demand in good food or good hospitality -
This is how you separate yourself.

Thirty Percent

2001

Chick-fil-A

SALES: $1 Billion

THE RITZ-CARLTON

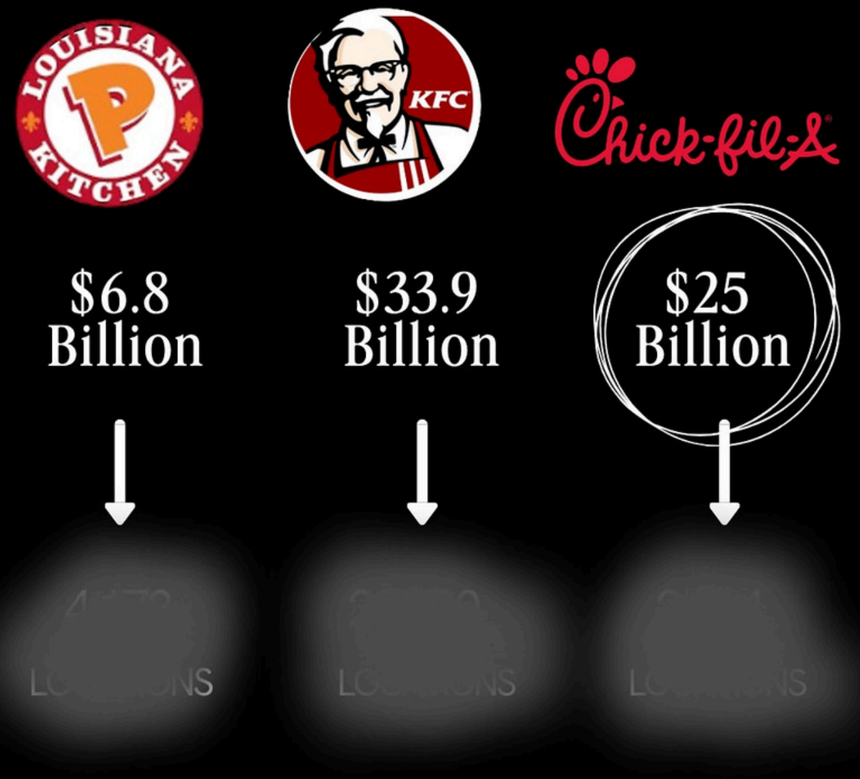
2001:

Chick-fil-a consults with The Ritz Carlton to develop their customer experience and training.

2025 Chick-fil-A®

SALES: $25 Billion

2025 SALES



THE CRAZY PART →

2025 SALES

Louisiana Kitchen	KFC	Chick-fil-A
$6.8 Billion	$33.9 Billion	$25 Billion
4,178 LOCATIONS	29,900 LOCATIONS	2,964 LOCATIONS

THE EVEN CRAZIER PART


CLOSED ON
SUNDAYS!

Focus + Clarity + Innovation

Thirty Percent

Service vs hospitality

(TIME AND MONEY)

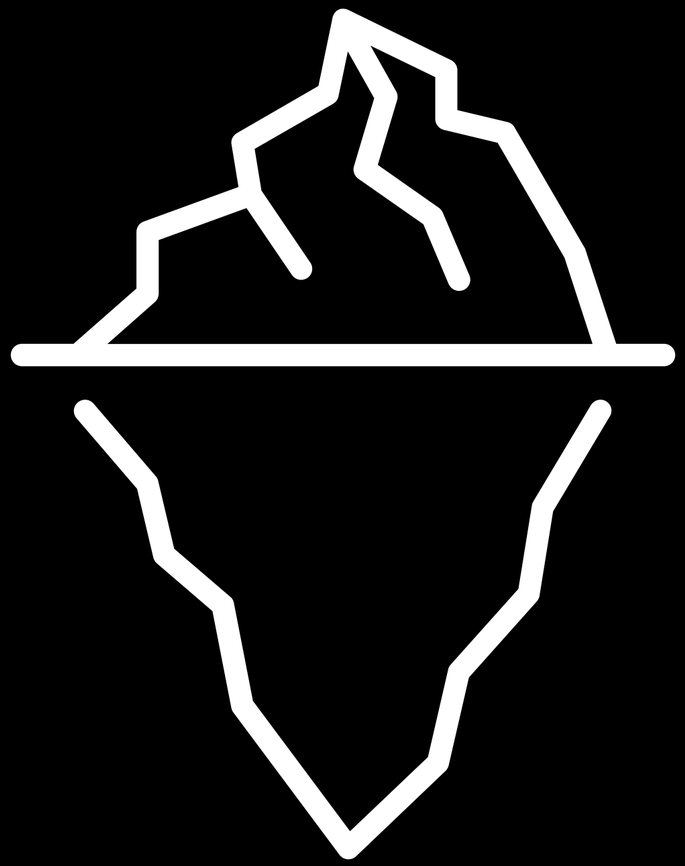
Thirty Percent

Unconditional hospitality

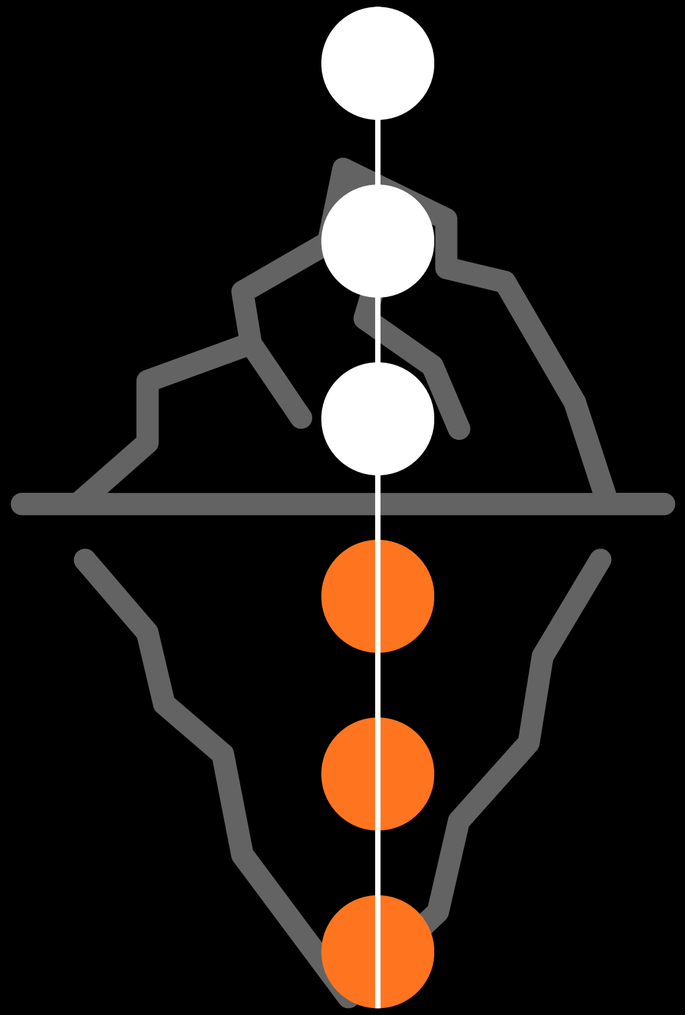
Thirty Percent

rewiring mindsets

Thirty Percent

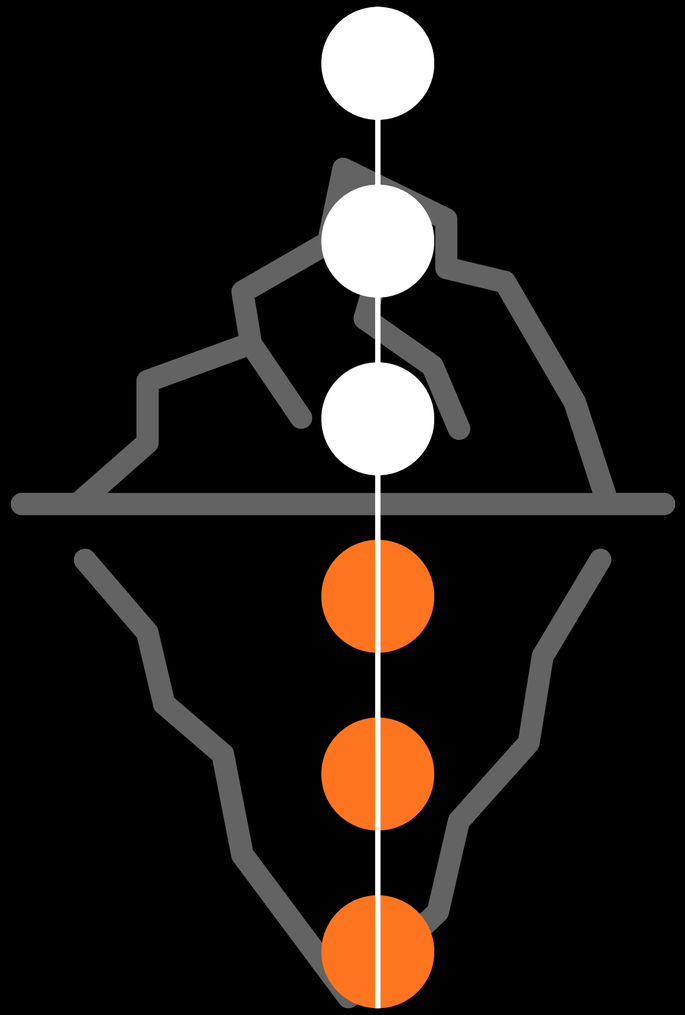


Thirty Percent



Mindset

Thirty Percent



story telling

Thirty Percent

First dinner analogy



Thirty Percent

“Earn your leadership every day.”

— Michael Jordan

Thirty Percent

THE 4 CORNER STONES

OF

ADVANCED LEADERSHIP

EMOTIONAL INTELLIGENCE

GUEST RECOVERY

INSPIRATIONAL

ACCOUNTABILITY MASTERY

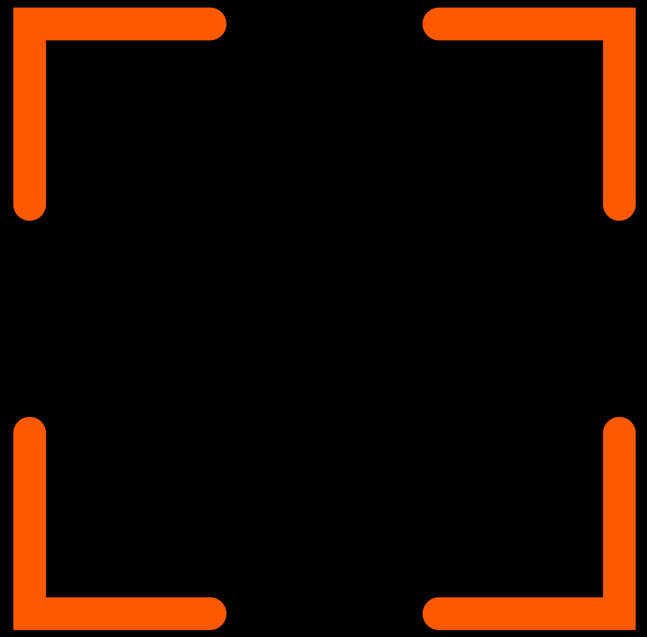
THE 4 CORNER STONES

OF

ADVANCED LEADERSHIP

EMOTIONAL INTELLIGENCE

GUEST RECOVERY



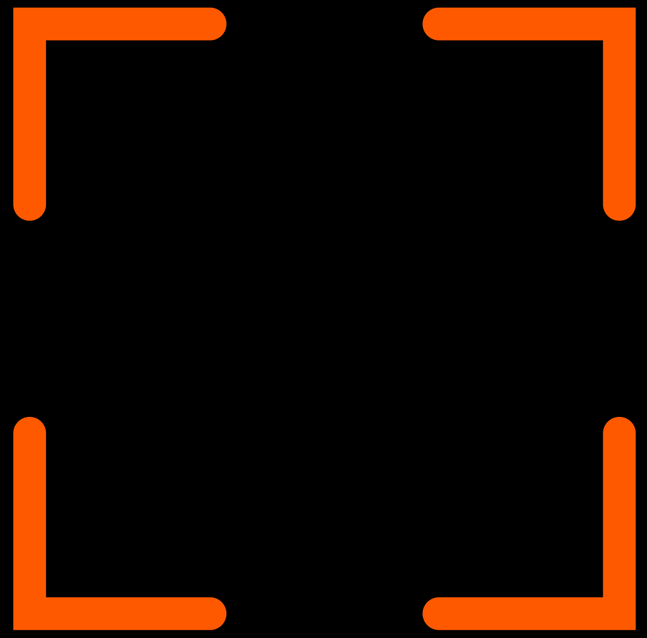
INSPIRATIONAL

ACCOUNTABILITY MASTERY

THE 4 CORNER STONES
OF
ADVANCED LEADERSHIP

EMOTIONAL INTELLIGENCE

GUEST RECOVERY



INSPIRATIONAL

ACCOUNTABILITY MASTERY

STANDARDS

"Every standard you let slip is the NEW standard"

Thirty Percent

THE 4 CORNER STONES
OF
ADVANCED LEADERSHIP

EMOTIONAL INTELLIGENCE

GUEST RECOVERY

INSPIRATIONAL

ACCOUNTABILITY MASTERY

PROTECT YOUR STRONG

Thirty Percent

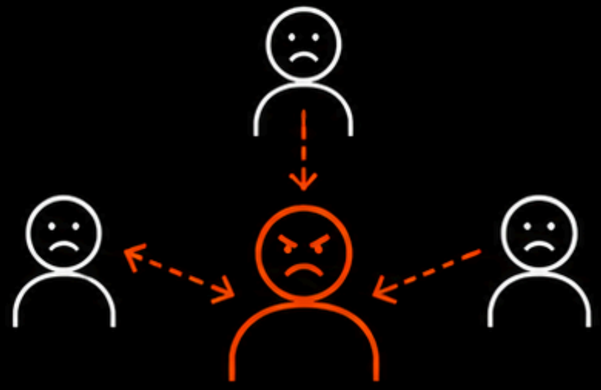
THE BAD APPLE EFFECT.



30-40%

WORSE PERFORMANCE

Teams with just one negative member performed **30% to 40%** worse than teams without one.



CONTAGIOUS NEGATIVITY

The negativity was **contagious**: teammates unconsciously began to mimic the bad behavior (slacking off, arguing, or withdrawing) to protect themselves.



KEY INSIGHT

The **"bad apple"** did not just sink their own boat; they caused the other high-performers to **stop rowing.**



Own the outcome, not the effort.

"I told them" is effort. "They did it" is the outcome. If the standard was not met, you did not train it, check it, or enforce it. Fix your part first.

Thirty Percent

Own the mistake out loud.

When something breaks, the leader names their piece of it before anyone else speaks. "I didn't walk the line before doors. That's on me." Done publicly, this makes it safe for everyone else to own theirs.

Thirty Percent

Own the plan.

Decisions that affect your team are yours to explain, even ones you didn't make. "Corporate said so" is abdication. Understand the why, or push back until you can. Then deliver it as your own.

Thirty Percent

Own the standard.

Whatever you walk past, you just approved. The leader's tolerance level is the team's ceiling. If you see it and say nothing, it is now your standard.

Thirty Percent

Own the employee.

If someone on your team is underperforming, you have three options: train them, move them, or remove them. Complaining about them is not a fourth option.

Thirty Percent

TRAIN.
NURTURE.
COACH.

Thirty Percent

IS THAT A

10/10?

Thirty Percent

KEEP.

START.

STOP.

Thirty Percent

THE NOT WORTHLESS PRE-SHIFT

Focus + clarity + energy + interaction

Thirty Percent

how do I make time?

Thirty Percent

80/20

Thirty Percent

18 MINUTES

Thirty Percent



LIVE:

Rewiring Hospitality

Will Guidara

Preston Lee

Tyler Florence