LEADERSHIP THROUGH OWNERSHIP

THE INFINITE GAME

Thirty Percent

THE DATA

80% of companies believe they deliver a superior customer experience. Only 8% of their customers agree.

Source: Bain & Company, "Closing the Delivery Gap" (survey of 362 companies) Bain

Thirty Percent

THE DATA

71% of consumers expect personalized interactions, and 76% get frustrated when they don't happen.

Source: McKinsey & Company, "Next in Personalization" Helloretail

THE DATA

80% of consumers are more likely to make a purchase when brands offer personalized experiences.

Source: Epsilon & GBH Insights consumer research McKinsey & Company

THE DATA

Fast-growing companies drive 40% more of their revenue from personalization than slower-growing companies.

Source: McKinsey & Company, "Next in Personalization" Helloretail

THE DATA

Consumers are willing to spend 16% more with companies that deliver excellent service.

Source: PwC, "Experience Is Everything" (Future of Customer Experience Survey) Netomi

BEVERAGE RETAIL

The Leadership Revenue Equation

Read it left to right. The leader controls the first term. Everything after it is a consequence.

$$L \rightarrow B \rightarrow (G \times T \times V) = R$$

01 · CAUSE

Developed Leaders

Runs a real pre-shift instead of unlocking the door and heading to the office. Two minutes of clarity, the standard held when someone walks past a guest, and 18 minutes a day teaching one person one thing.

02 · EFFECT

Bought-In Team

The stocker looks up and says hello. The cashier mentions Saturday's tasting. Nobody does it because it's on a checklist. They do it because their leader does it with them first.

03 · LEVER

More Guests

Reviews and word of mouth. "Go to that one, they actually help you." In a category where most people feel a little lost, the store with helpful humans becomes the default.

04 · LEVER

Bigger Tickets

"What's the occasion? How many people?" The $14 bottle becomes the $22 bottle, and the mixers, ice and garnish go in the cart. A guided guest spends confidently.

05 · LEVER

More Visits

A guest who's known comes back for the next dinner, the next party, the next gift, and stops splitting their spend with the grocery store and the app.

06 · RESULT

More Revenue

No price cuts. No new ad spend. Same square footage. Every lever was moved by people, and the people were moved by their leader.

Everyone sells the same bottle at the same price. The one thing you can't buy from a distributor is a team that cares, and that comes from the leader.

THIRTY PERCENT



@THE30RULE

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

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

Focus + Clarity + Innovation

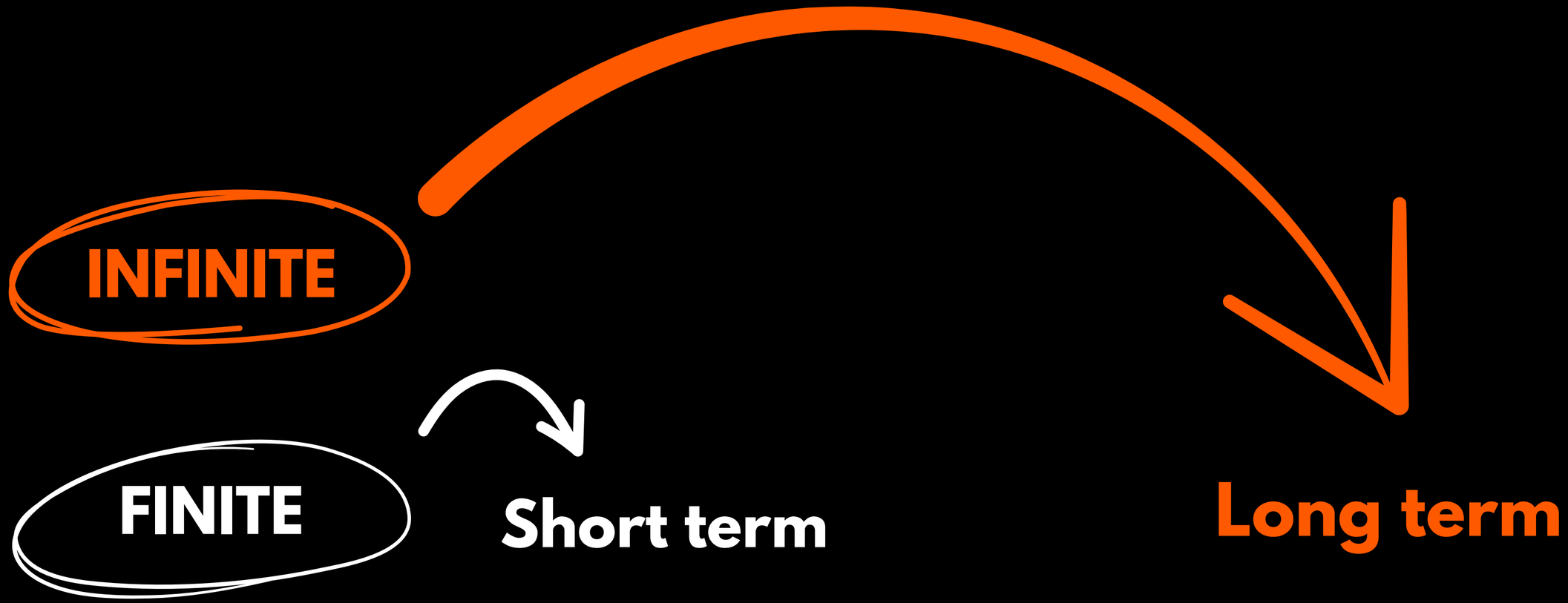
Thirty Percent

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 product or good hospitality -
This is how you separate yourself.

Thirty Percent

2001

Chick-fil-A

SALES: $1 Billion

THE RITZ-CARLTON

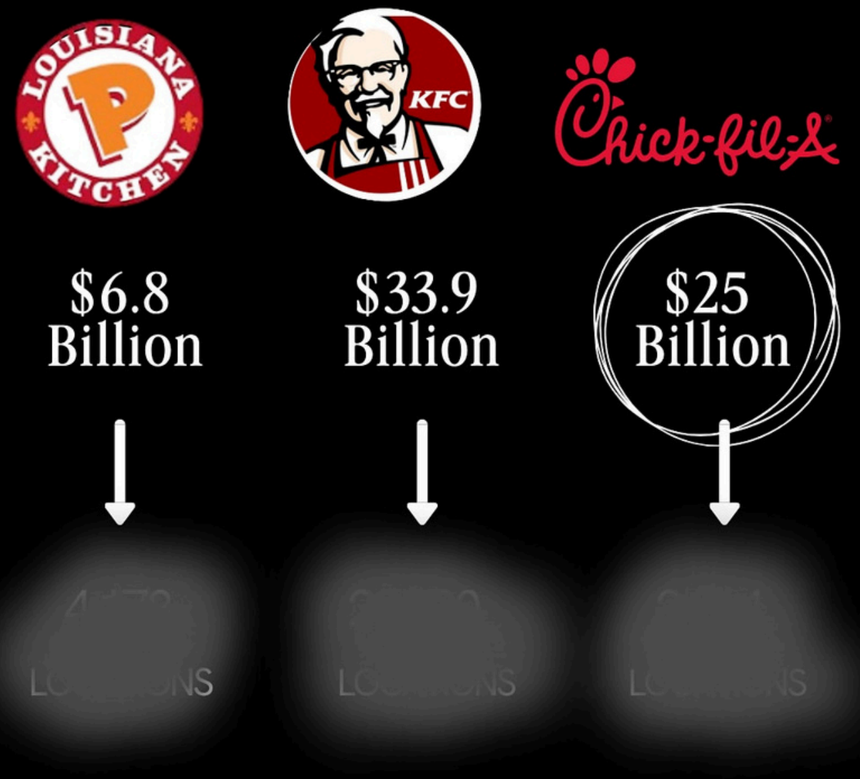
2001:

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

Thirty Percent

#1 WE ARE HERE TO GIVE ONE IMMERSIVE EXPERIENCE.

Immersive means there are no gaps.



Thirty Percent

EVERY SINGLE PERSON ON THE PROPERTY.

Not one department. All of them.



Thirty Percent

THE CHECK-IN.

Friendly. Kind. A gift. I was in a euphoria.



Thirty Percent

THEN THE ELEVATOR.

He looked like he hated his life. “Fine” — and turned away.



Thirty Percent

ONE PERSON. ONE MOMENT. EXPERIENCE DEAD.

Immersive means everyone. One person out of alignment breaks it.



Thirty Percent

“HELLO SIR, HOW ARE YOU?”

My back was turned. She acknowledged me first.



Thirty Percent

“IS THERE ANYTHING I CAN DO TO MAKE YOUR STAY BETTER?”

Housekeeping. That's what impressive looks like.



Thirty Percent

EVEN THE GARDENER.

Everyone on property, trained to the same high level.



Thirty Percent

ALL DEPARTMENTS. EVEN THE ONES WHO NEVER SEE A GUEST.

It can't be one department. It has to be all of them.



rewiring mindsets

Thirty Percent

Service vs hospitality

(TIME AND MONEY)

Thirty Percent

Guest Awareness
&
Guest Right Away

Thirty Percent

THE ABC'S OF CONNECTION

A SMILE

B EYE CONTACT

C GENUINELY ENGAGE

Thirty Percent

Passion Selling

Perceived Value + (Exclusivity)

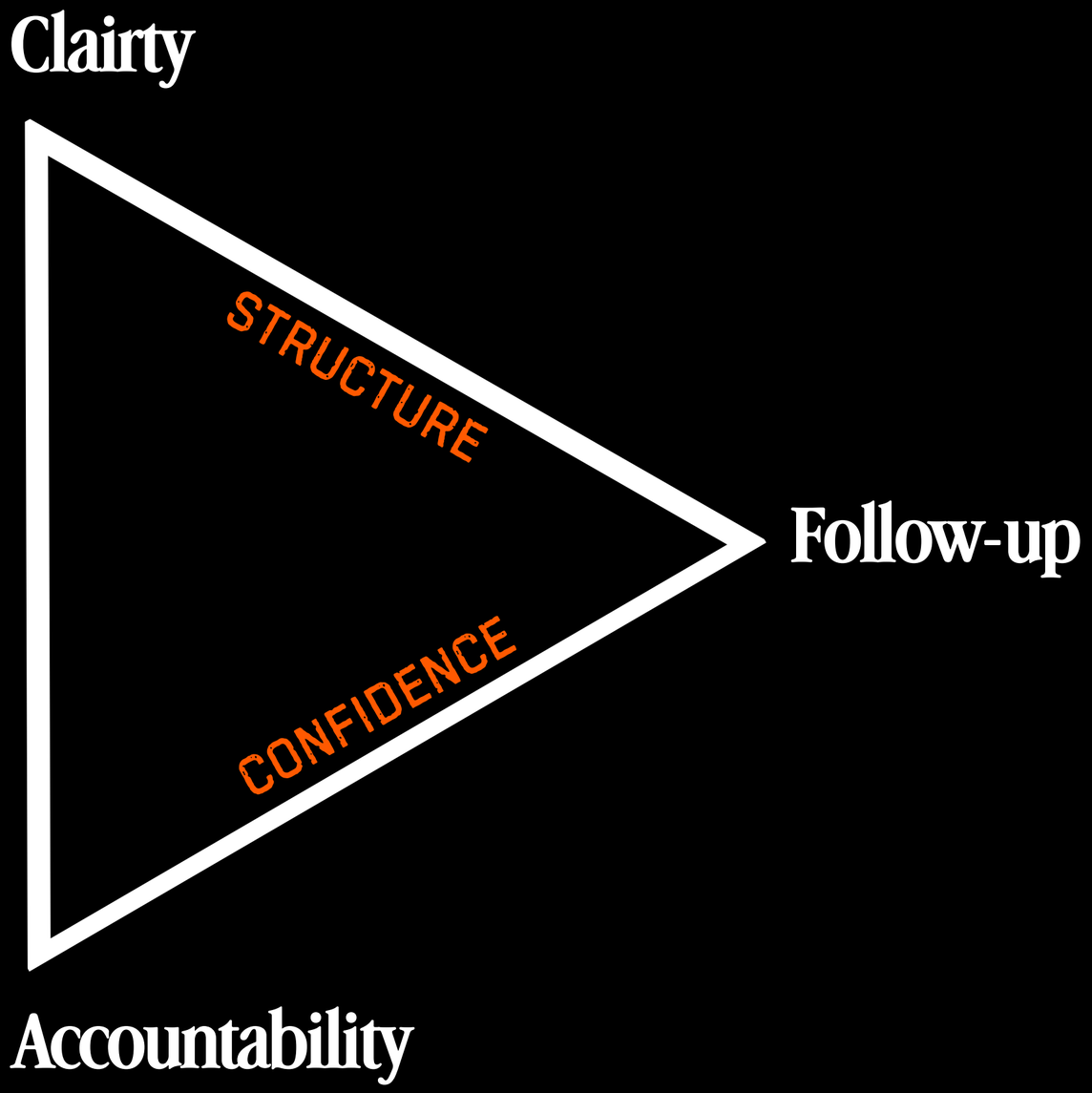
VALUE

Thirty Percent

Trader Joes

Thirty Percent

Thirty Percent



Clarity

Confidence
Structure
Consistency

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

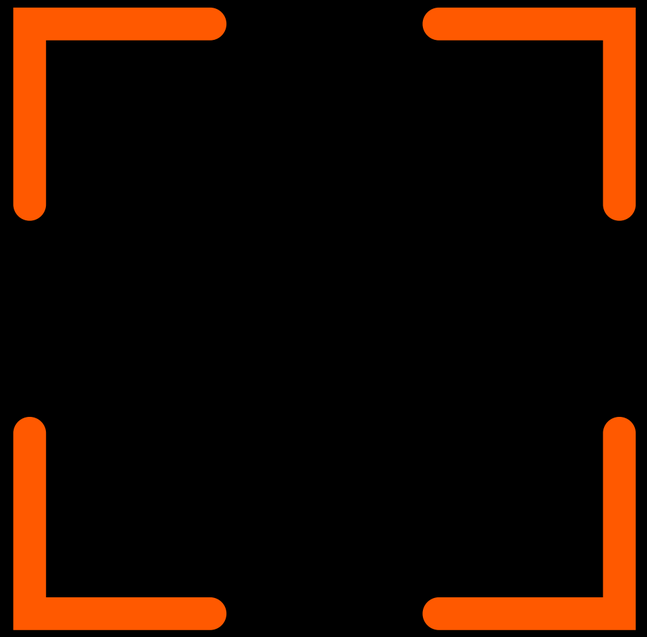
THE 4 CORNER STONES

OF

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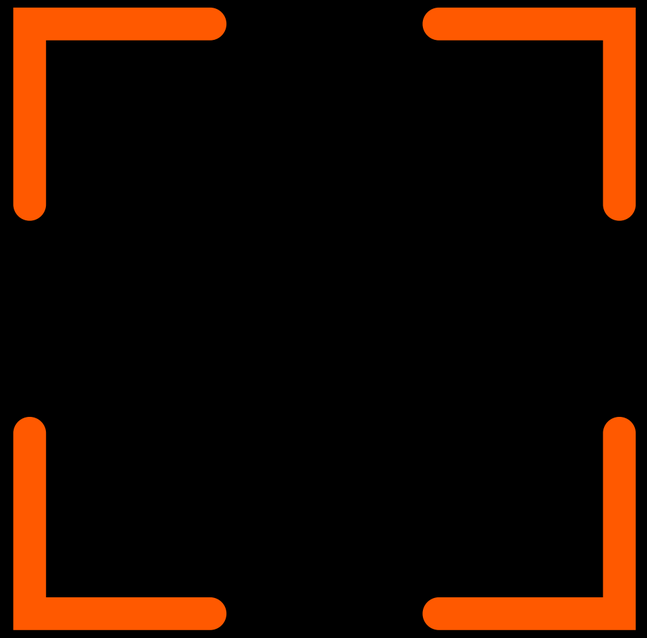
INSPIRATIONAL

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



@THE30RULE

Accountability

Thirty Percent

If you don't have consistent accountabilty...

you don't have ANYTHING.

Thirty Percent

A culture of accountability is a culture of excellence.

(accountability is a good thing)

Thirty Percent

Structured Environment + Confident Clarity

Thirty Percent

A/B/C PLAYERS

Thirty Percent

PROTECT YOUR STRONG

Thirty Percent

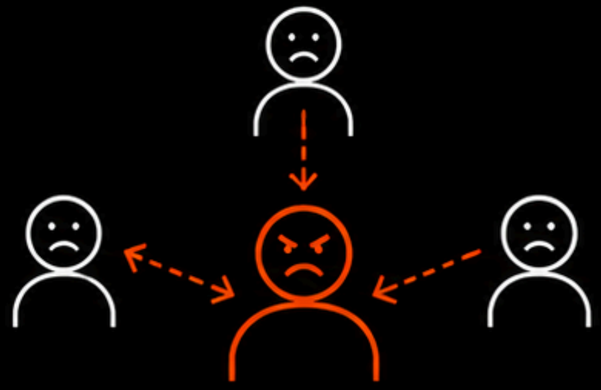
THE BAD APPLE EFFECT.



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.**



The 3-Phases Consistency

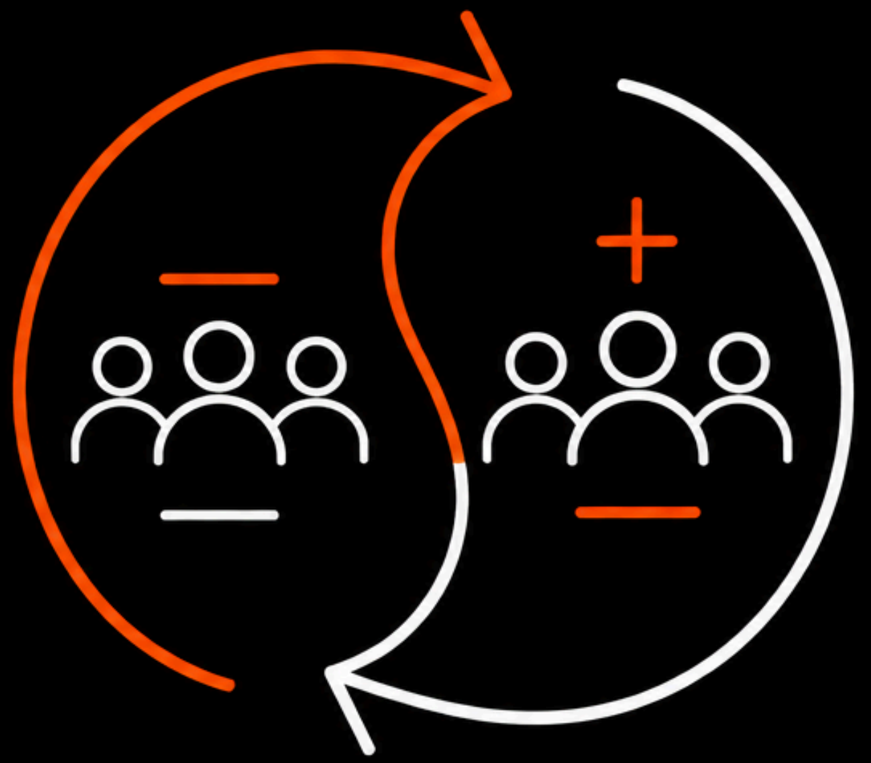


EXPECTATIONS

COMMITMENT

IMPLEMENTATION

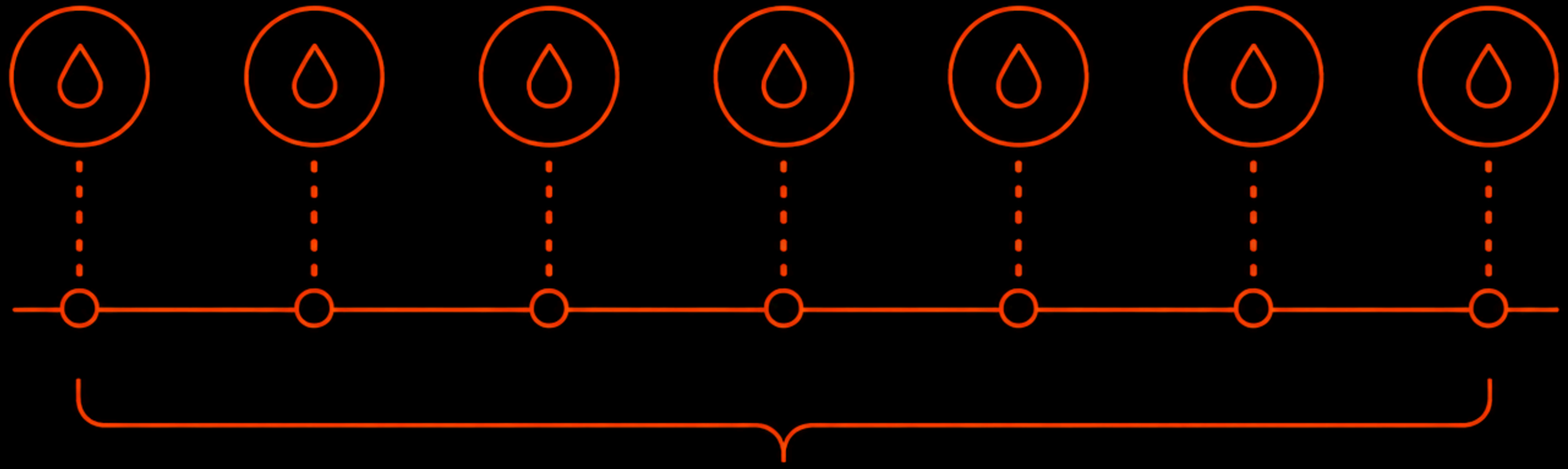
Thirty Percent



CULTURE FLIP

Thirty Percent

DRIP training



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

18 MINUTES

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

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2. POOR TRAINING
3.
4.

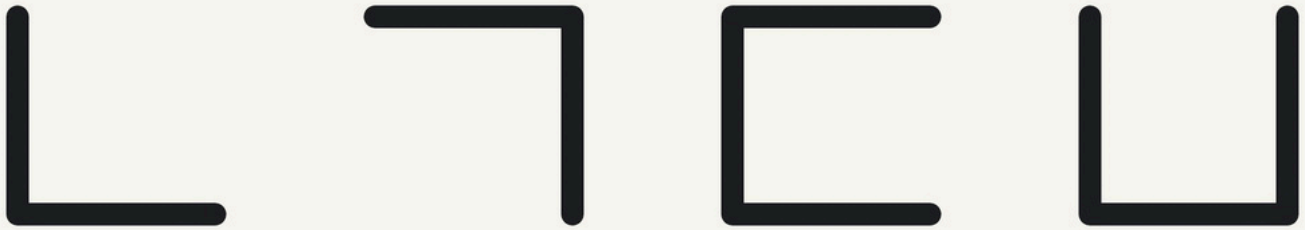
Thirty Percent

TOP 4 REASONS PEOPLE QUIT

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2. POOR TRAINING
3. LACK OF GROWTH
4.

Thirty Percent

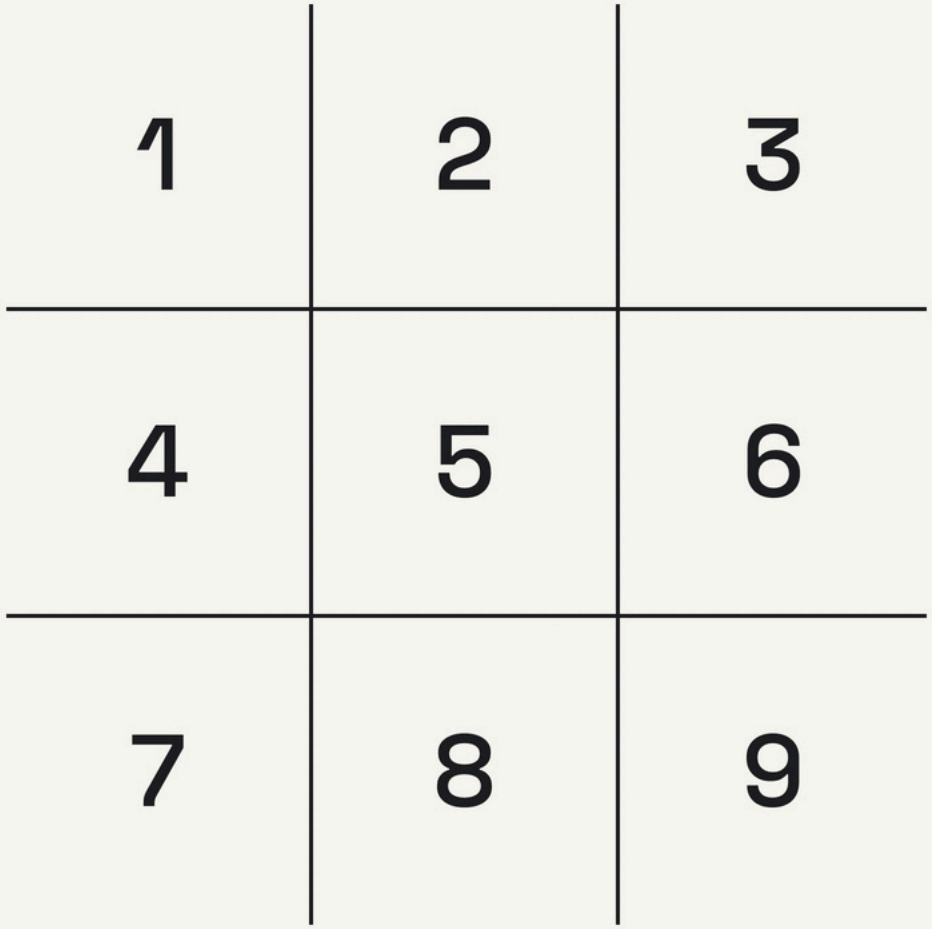

7 2 9 4 1 6 3 8 5

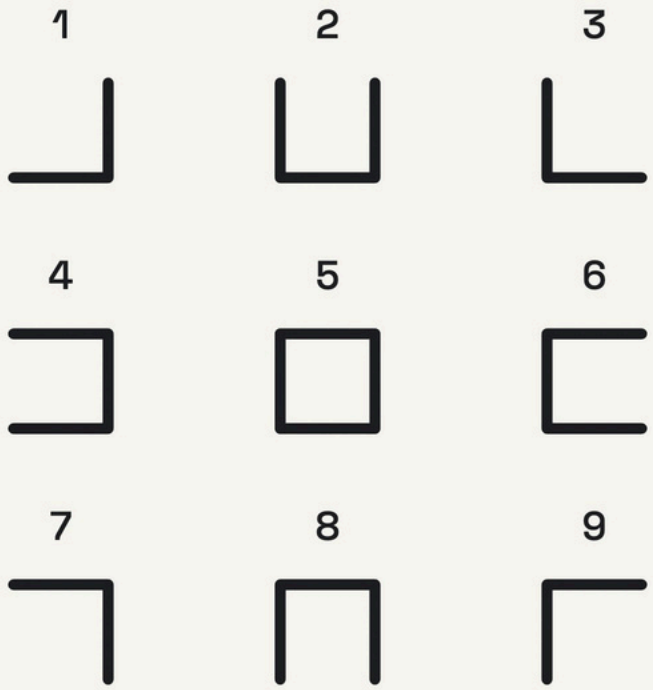



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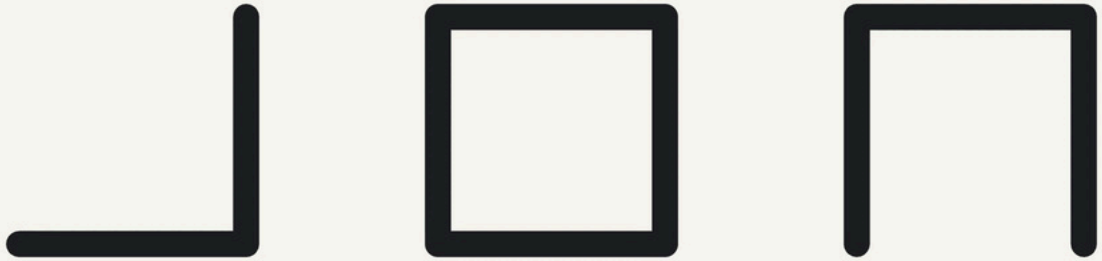
JOUR

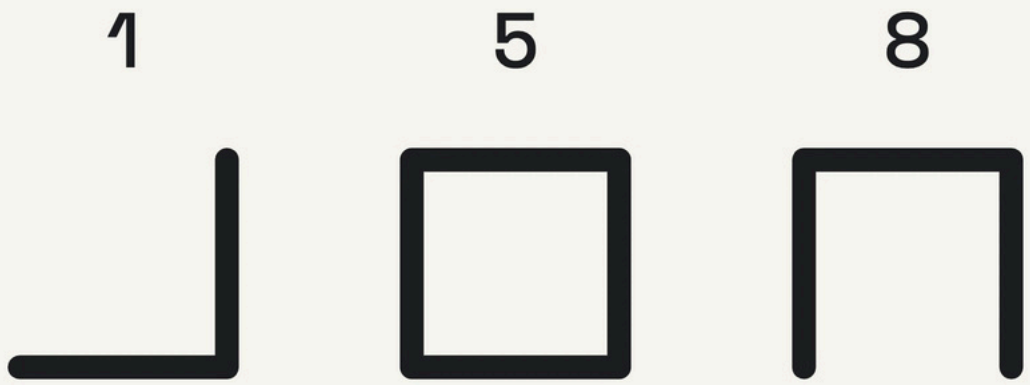

7 2 9 4 1 6 3 8 5


1
2
3
4
5
6
7
8
9



1	2	3
4	5	6
7	8	9




1
5
8

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

-Napoleon Hill

Thirty Percent

FRAMING IS EVERYTHING

YOUR JOB IS PAID PERSONAL DEVELOPMENT... FOR YOUR FUTURE.

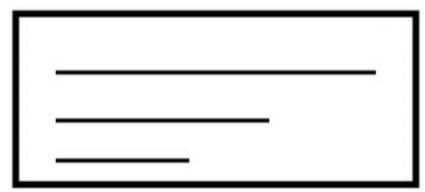
(This is just a job - paycheck-to-paycheck mentality)

Thirty Percent

Thirty Percent

~~"JUST A JOB."~~

THAT'S YOUR EGO TELLING YOU IT'S OKAY TO PRACTICE A LESSER VERSION OF YOURSELF EVERY SINGLE DAY.



THE WAY YOU DO ONE THING IS THE WAY YOU DO **EVERYTHING.**



Selective Excellence is a myth.

Thirty Percent

YOUR WORK IS A DIRECT REPRESENTATION OF WHO YOU ARE.



MOST PEOPLE WON'T ACCEPT THAT.

Ego and pride get in the way. They become delusional.



Thirty Percent

IF SOMEONE IS LATE TO WORK...



Thirty Percent

IF SOMEONE IS LATE TO WORK → THEY'RE LATE IN REAL LIFE.

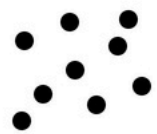


Thirty Percent

IF SOMEONE IS LATE TO WORK → THEY'RE LATE IN REAL LIFE.

IF SOMEONE IS MESSY AT WORK...



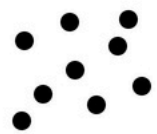


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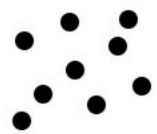
Thirty Percent

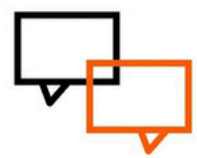
IF SOMEONE IS LATE TO WORK → THEY'RE LATE IN REAL LIFE.

IF SOMEONE IS MESSY AT WORK → THEY'RE MESSY IN REAL LIFE.

IF SOMEONE GOSSIPS AT WORK...







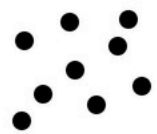
Thirty Percent

IF SOMEONE IS LATE TO WORK → THEY'RE LATE IN REAL LIFE.

IF SOMEONE IS MESSY AT WORK → THEY'RE MESSY IN REAL LIFE.

IF SOMEONE GOSSIPS AT WORK → THEY GOSSIP IN REAL LIFE.







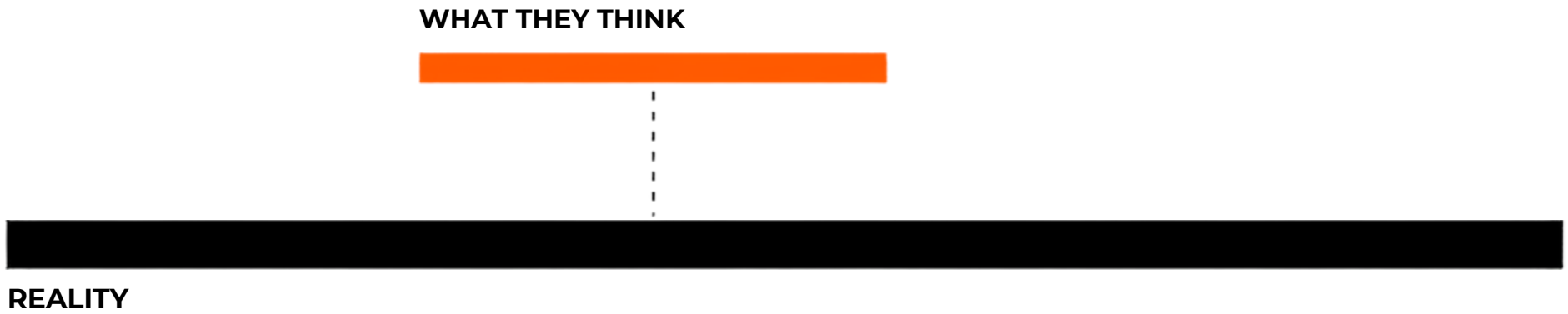
Thirty Percent

BUT THAT DOESN'T CHANGE THE FACT:
WE ARE WHAT WE PRACTICE.
WE ARE WHAT WE REPEATEDLY DO.



Thirty Percent

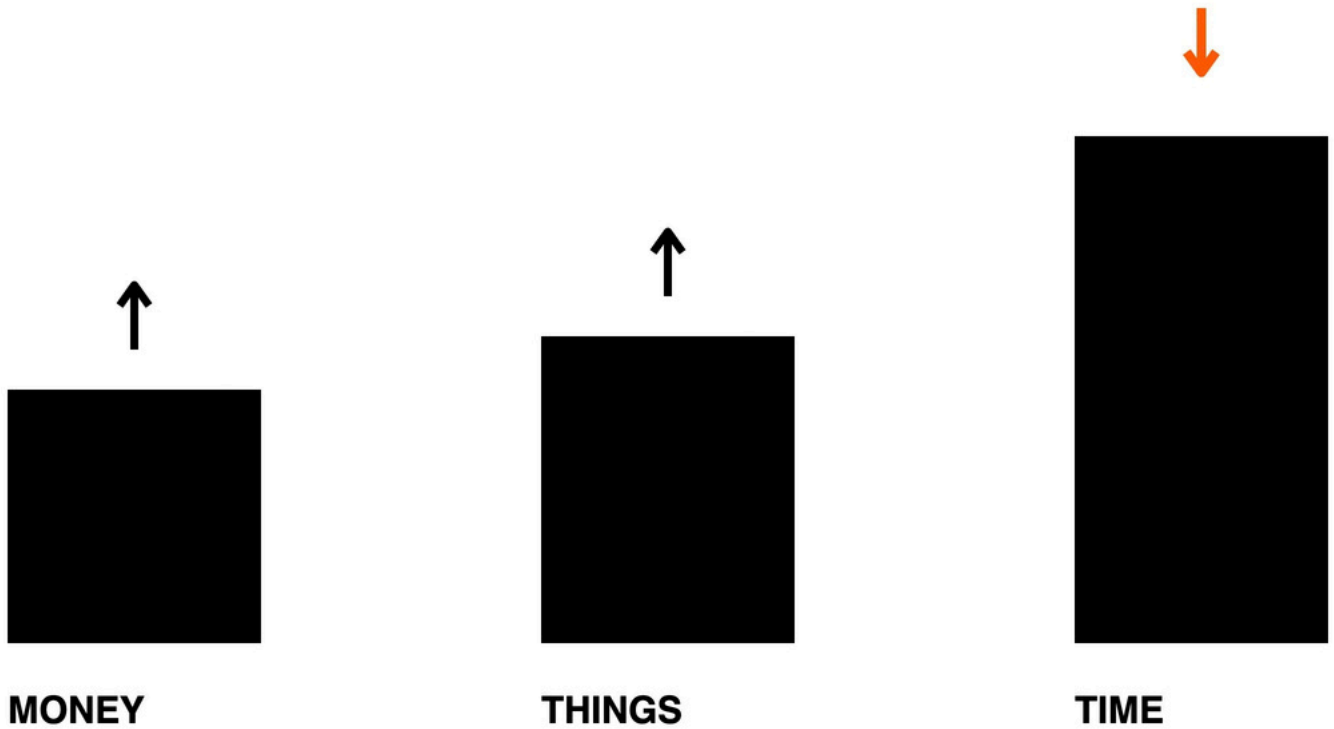
DELUSIONAL.



MOST PEOPLE WON'T ACCEPT THAT. EGO AND PRIDE GET IN THE WAY. THEY BECOME.

Thirty Percent

TIME IS THE ONLY CURRENCY YOU NEVER GET BACK.



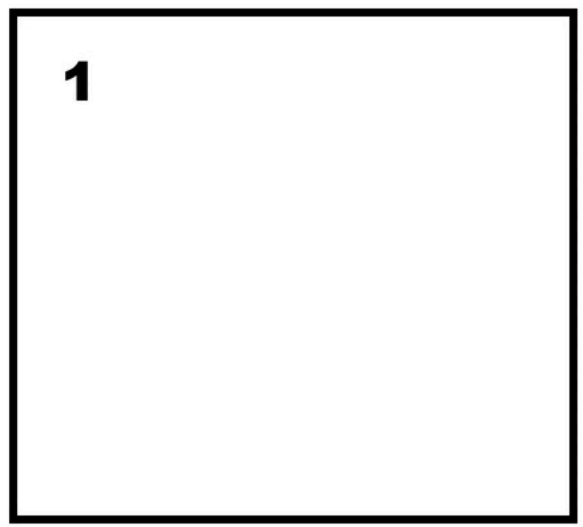
Thirty Percent

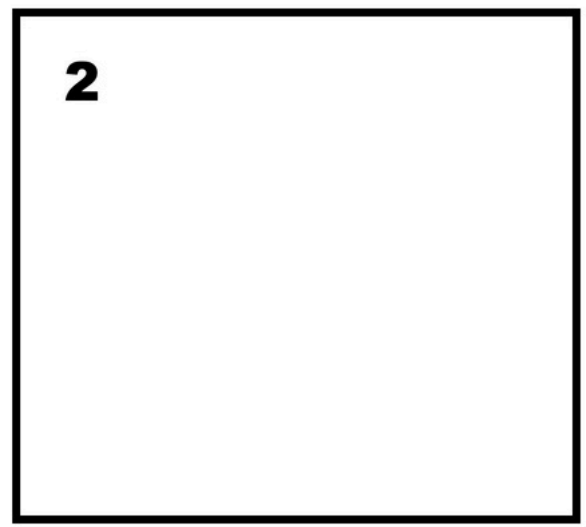
HOW MUCH IS YOUR TIME WORTH? PUT A NUMBER ON IT. RIGHT NOW.

$

Thirty Percent

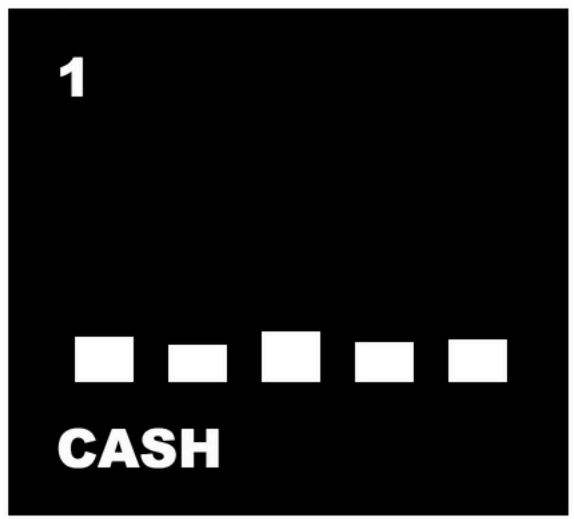
YOU GET TWO PAYCHECKS EVERY WEEK.

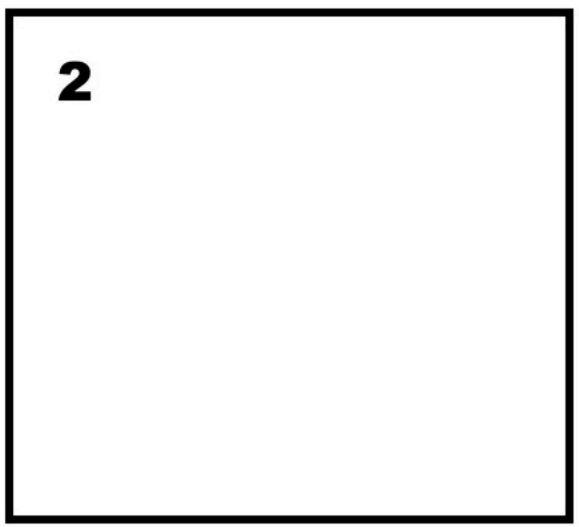




Thirty Percent

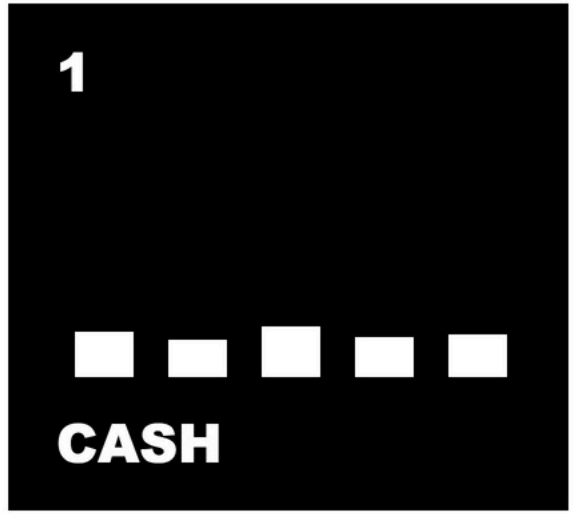
PAYCHECK #1: CASH.
PAYS THE BILLS. LEAST VALUABLE.





Thirty Percent

PAYCHECK #2: GRIT.
WHO YOU'RE BUILDING YOURSELF INTO.
THIS ONE GETS YOU TO YOUR GOALS.

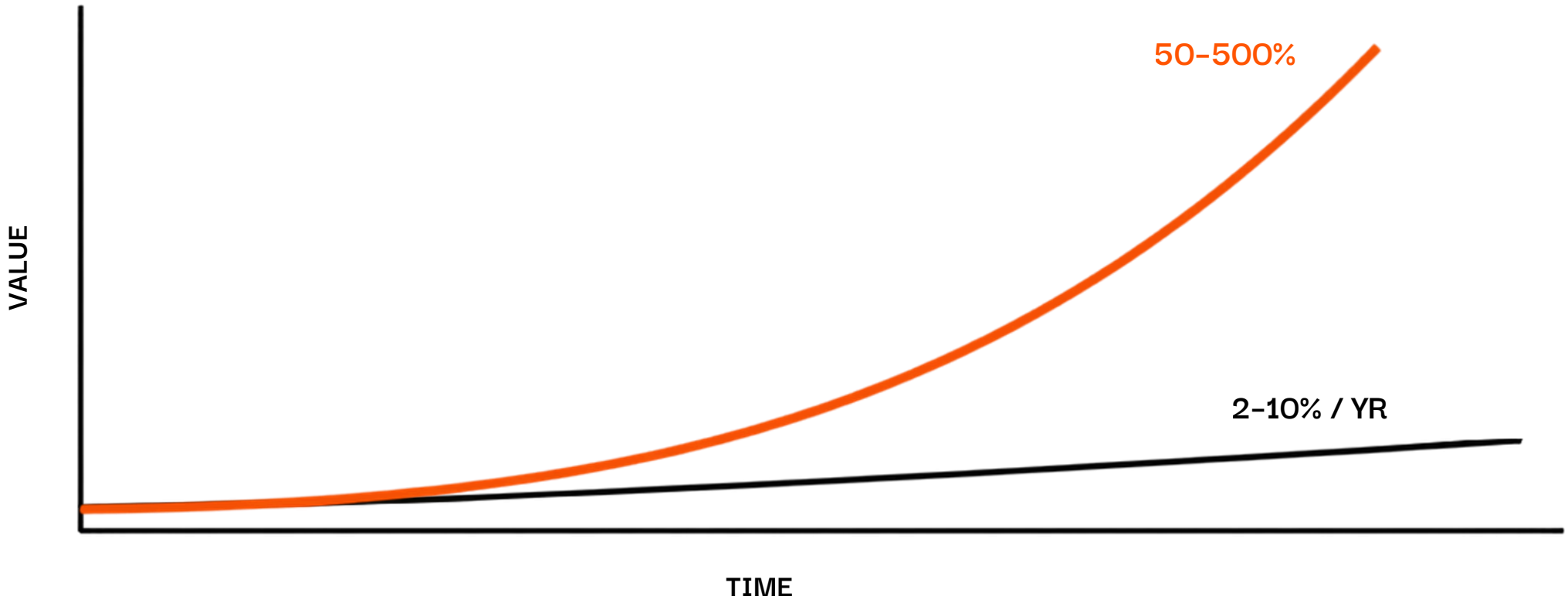




Thirty Percent

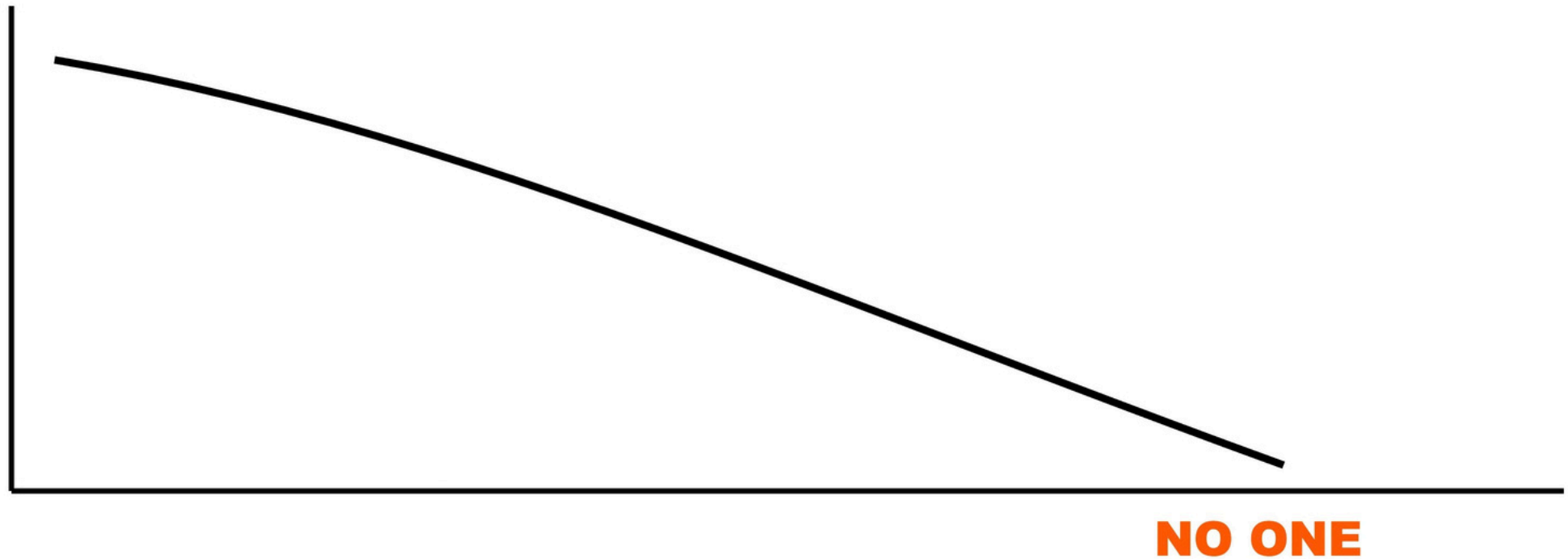
DON'T EARN ON THE CHEAP.

2%. 5%. 10% A YEAR. GET TO 50%. 100%. 500%.



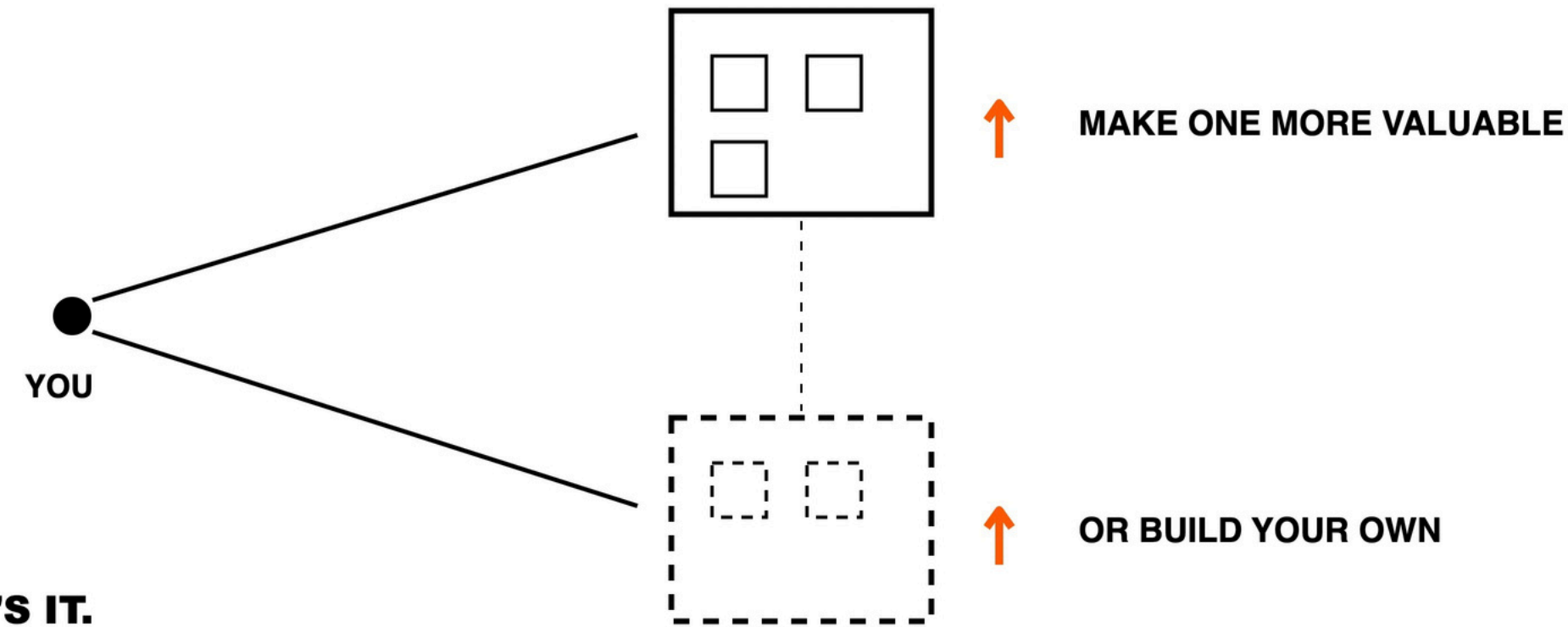
Thirty Percent

NO ONE GOT AHEAD IN LIFE BY MAKING THE COMPANY THEY WORK FOR LESS VALUABLE.



Thirty Percent

YOU DO ONE OF TWO THINGS.



THAT'S IT.

Thirty Percent

THIS IS NOT A THEORY.
THESE ARE FACTS.
NOTHING WILL CHANGE THIS.

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

-Napoleon Hill

Thirty Percent



@THE30RULE

PHOTO



Rewiring Hospitality