

Strengthening Our Ties

THE INIFINTE GAME



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

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

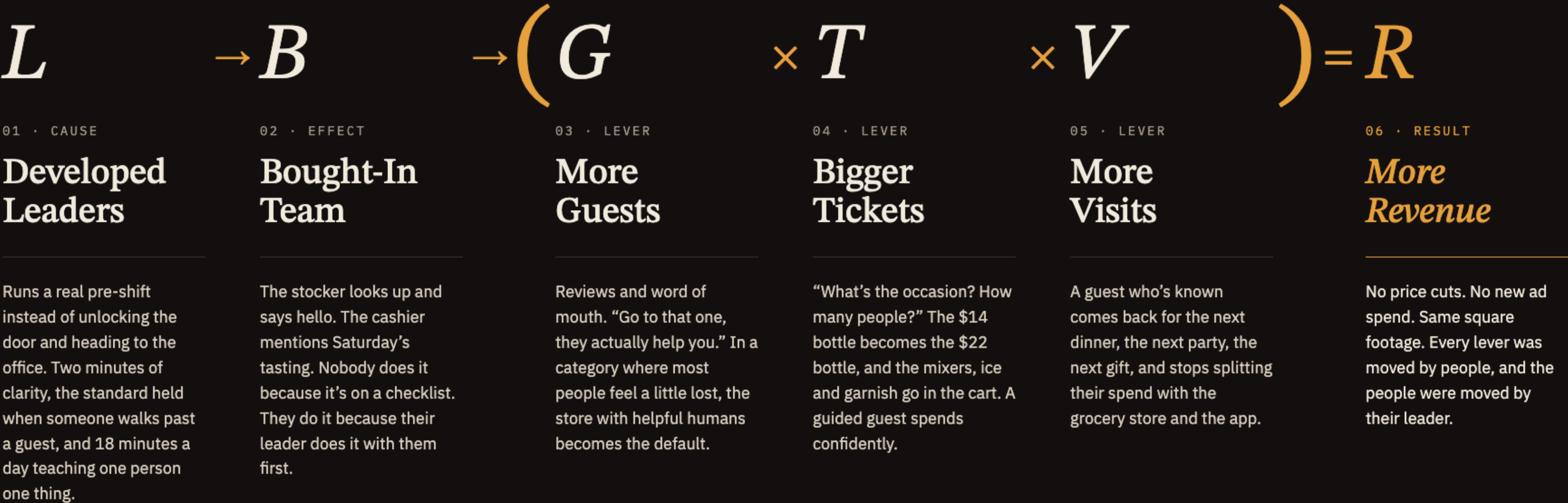
THE DATA

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

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

The Leadership Revenue Equation

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



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.



@THE30RULE

TOP 4 REASONS PEOPLE QUIT

1

2

3

4

TOP 4 REASONS PEOPLE QUIT

- 1 LEADERSHIP
- 2
- 3
- 4

TOP 4 REASONS PEOPLE QUIT

- 1 LEADERSHIP
- 2 POOR TRAINING
- 3
- 4

TOP 4 REASONS PEOPLE QUIT

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

TOP 4 REASONS PEOPLE QUIT

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

TEAM

CUSTOMER

COMMUNITY



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**







20% YoY
for 25 yrs

The IN-N-OUT BURGER logo, featuring the brand name in white capital letters on a red rectangular background, which is part of a larger yellow signpost graphic.

IN-N-OUT
BURGER

\$2.6B YRLY
ONLY 431
LOCATIONS



\$7M PER UNIT

The DIN TAI FUNG logo, featuring the Chinese characters "鼎泰豐" above the brand name in white capital letters on a red background.

DIN TAI FUNG

\$27M PER UNIT

The CARBONE FINE FOOD logo, featuring the brand name in bold dark blue capital letters with "FINE FOOD" in smaller text below it, flanked by horizontal lines and decorative swirls.

CARBONE™
FINE FOOD

\$100M SALES
PASTA SAUCE



\$175K AVERAGE
WEEKLY SALES /
755 LOCATIONS



LEADERSHIP

The In-N-Out Burger logo, which includes a yellow double arrow pointing right, a red rectangular sign with the words "IN-N-OUT BURGER" in white, and a yellow arrow pointing down.

IN-N-OUT
BURGER

LEADERSHIP



LEADERSHIP

The Din Tai Fung logo, consisting of the Chinese characters "鼎泰豐" in white above the English name "DIN TAI FUNG" in a white serif font, all set against a red background.

鼎泰豐
DIN TAI FUNG

LEADERSHIP

The Carbone Fine Food logo, featuring the word "CARBONE" in a large, bold, dark blue serif font, with "FINE FOOD" in a smaller, dark blue sans-serif font below it, all on a white background.

CARBONE™
FINE FOOD

LEADERSHIP



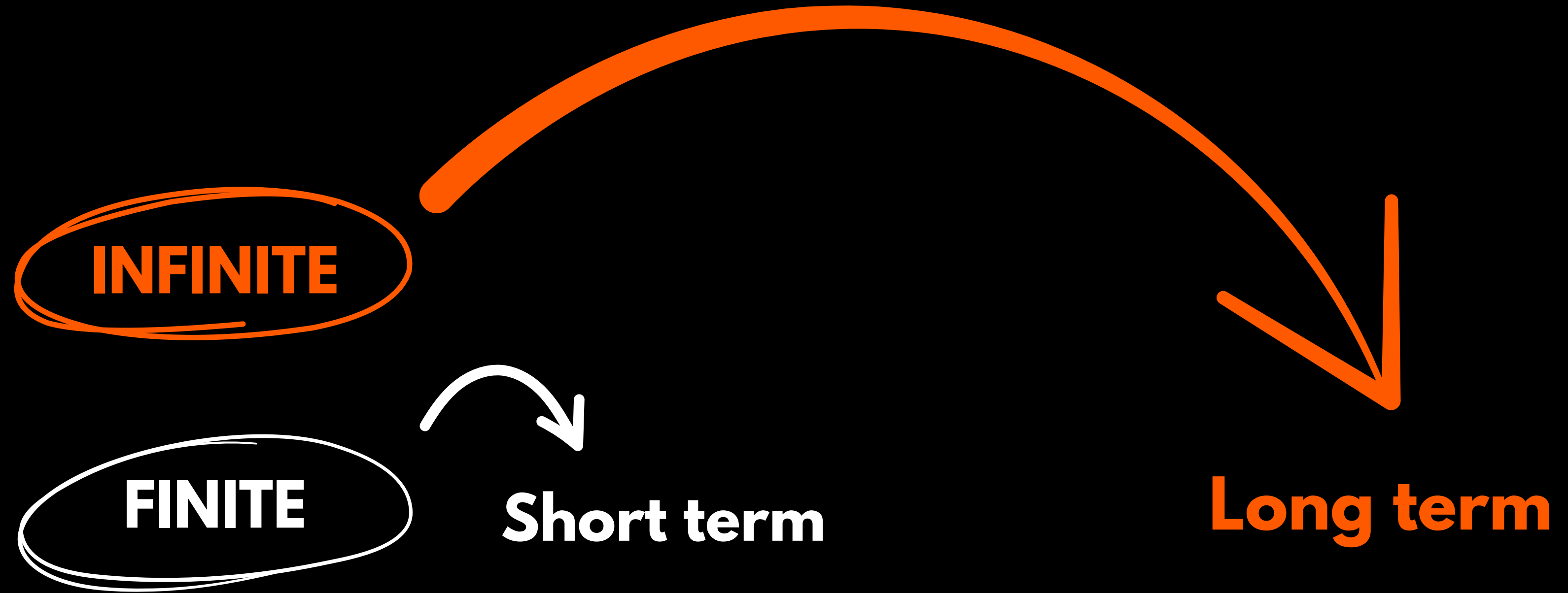
LEADERSHIP

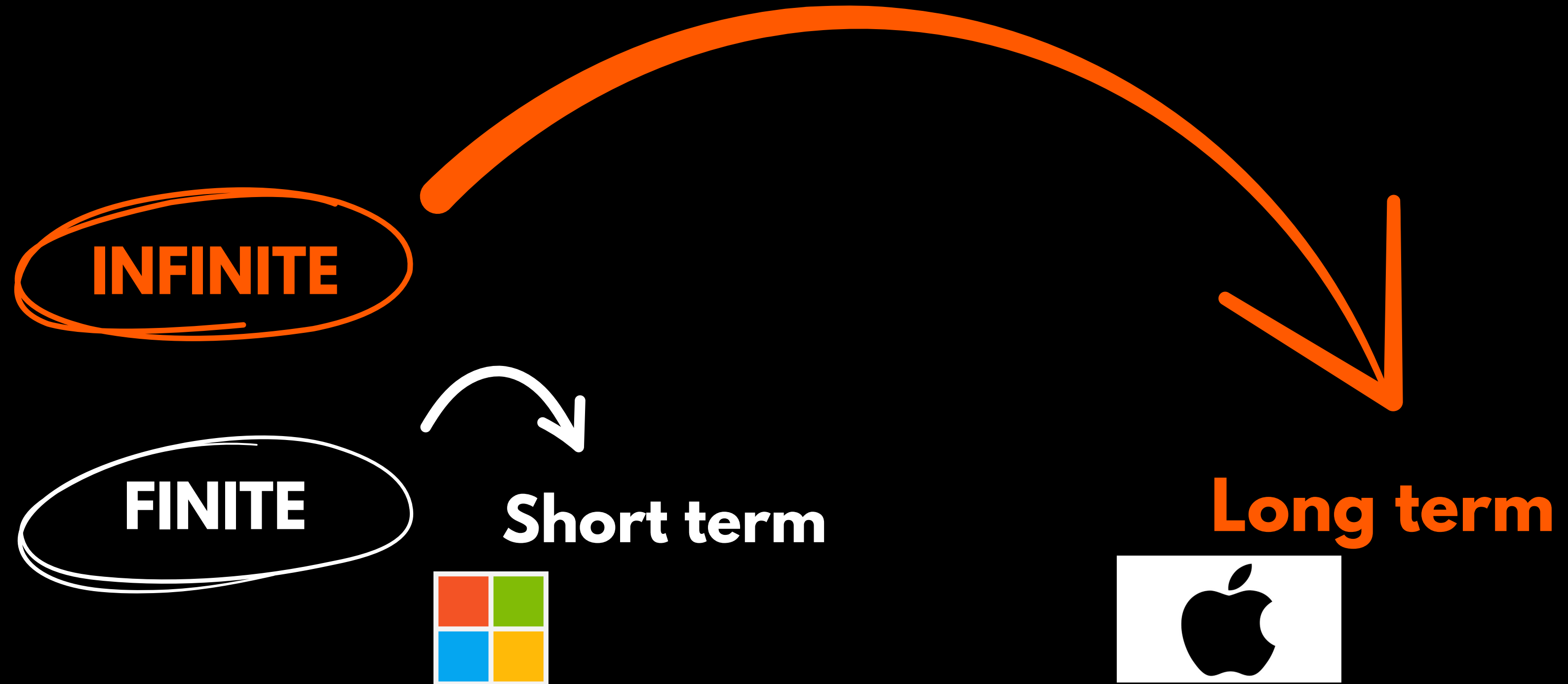
Focus + Clarity + Innovation

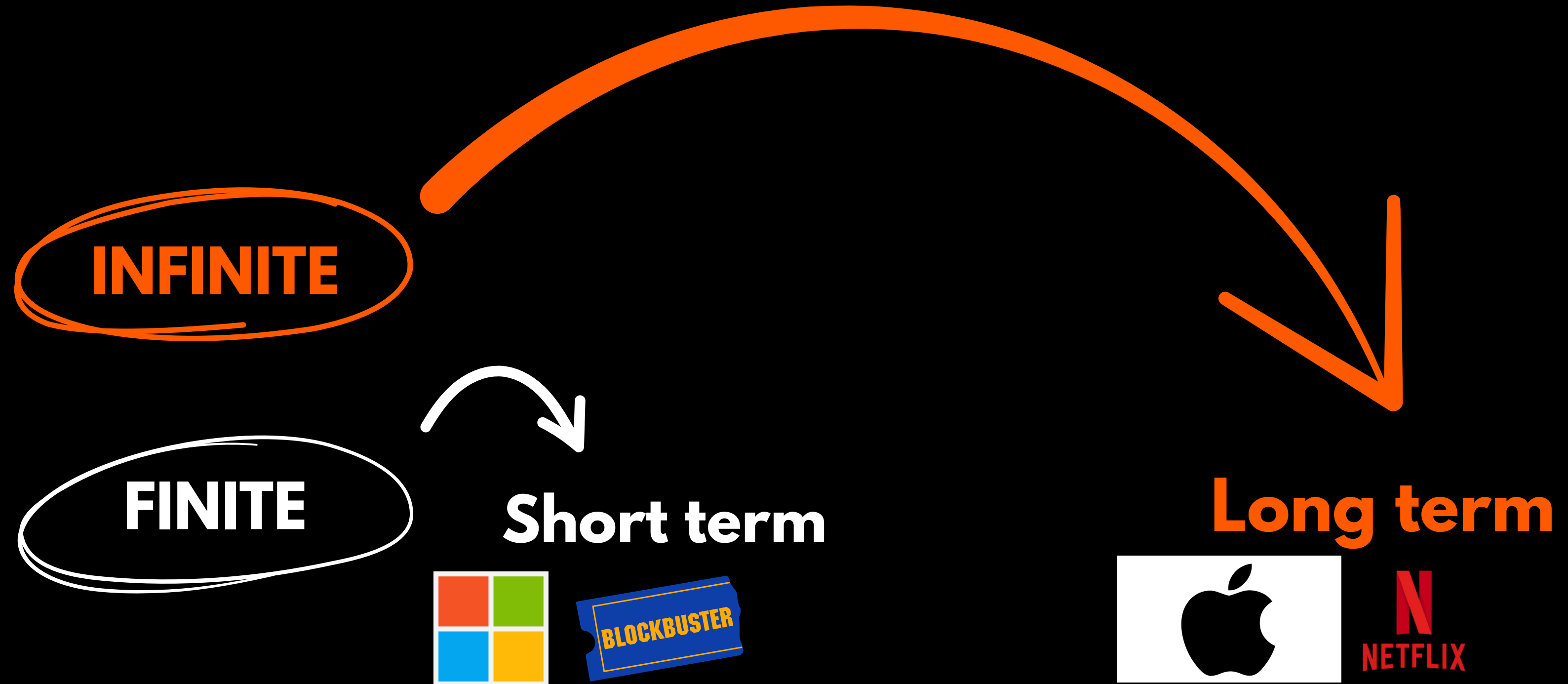
CORE TRUTHS

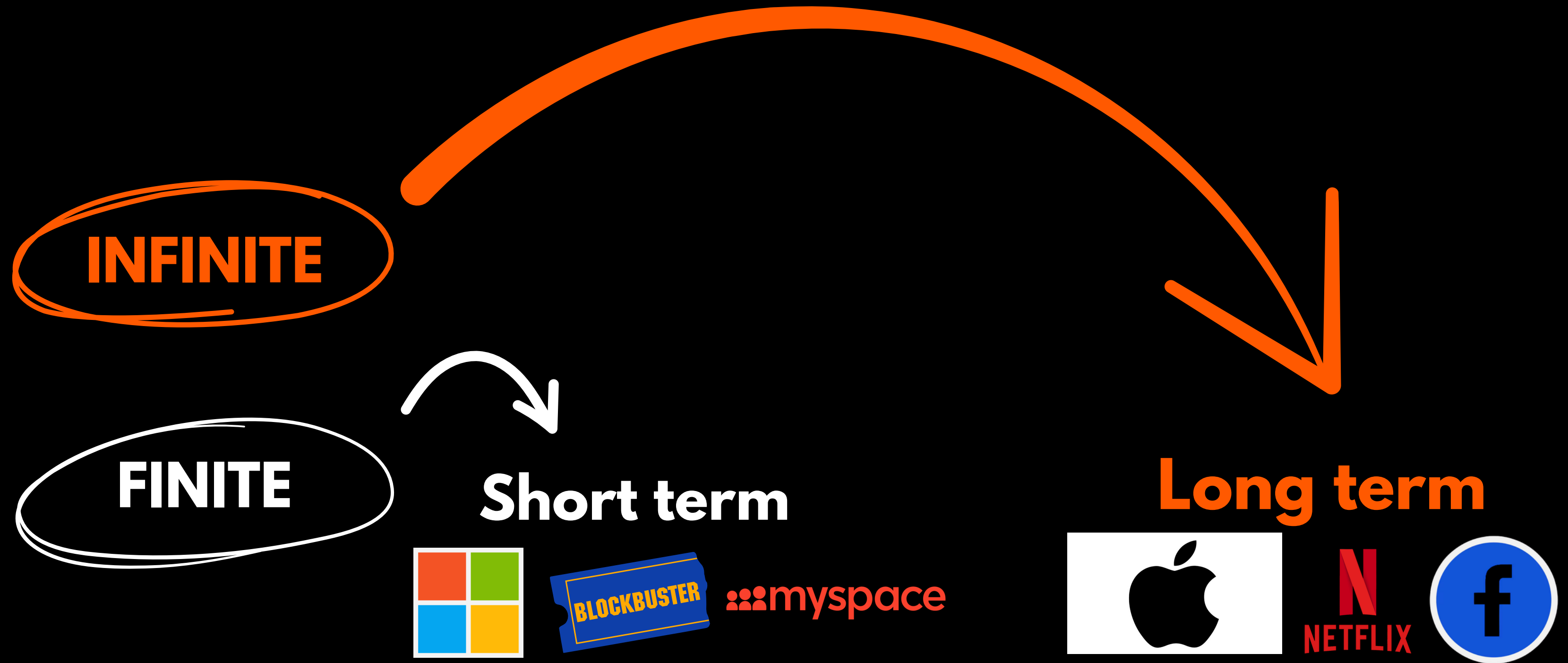
Thinking like everyone else = average results -
It's time to change everything:

Paradigm Shift: Finite vs Infinite Mindset









WE HAVE ONE MISSION:
EXPERIENCE



It all starts with a **GUEST FIRST** mindset



It all starts with a **GUEST FIRST** mindset



The internal guest

Focus + Clarity + Innovation



What is a successful business model?



Is the demand in good product or
good hospitality -

This is how you separate yourself.



2001



SALES: \$1 Billion



THE RITZ-CARLTON

2001:

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





2025 The Chick-fil-A logo, featuring a red chicken head silhouette above the brand name "Chick-fil-A" in a red, cursive script font.

SALES: \$25 Billion



2025 SALES



\$6.8
Billion



4,573
LOCATIONS



\$33.9
Billion



6,500
LOCATIONS



\$25
Billion



3,201
LOCATIONS

THE CRAZY PART →



2025 SALES



\$6.8
Billion



4,178
LOCATIONS



\$33.9
Billion



29,900
LOCATIONS



\$25
Billion



2,964
LOCATIONS

THE EVEN CRAZIER PART 



CLOSED ON
SUNDAYS!

Focus + Clarity + Innovation



**#1 WE ARE
HERE TO GIVE
ONE
IMMERSIVE
EXPERIENCE.**

Immersive means there are no gaps.



EVERY SINGLE PERSON ON THE PROPERTY.

Not one department. All of them.



THE CHECK-IN.

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



THEN THE ELEVATOR.

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



ONE PERSON. ONE MOMENT. EXPERIENCE DEAD.

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



**“HELLO
SIR, HOW
ARE YOU?”**

My back was turned. She acknowledged
me first.



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

Housekeeping. That's what impressive
looks like.



EVEN THE GARDENER.

Everyone on property, trained to the same
high level.



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

Service vs hospitality

(TIME AND MONEY)

THE WHY OVER THE WHAT

Guest Awareness
&
Guest Right Away

THE ABC'S OF CONNECTION

A

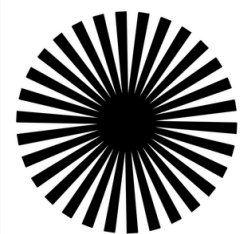
SMILE

B

EYE CONTACT

C

GENUINELY ENGAGE



Thirty
Percent

Passion Selling

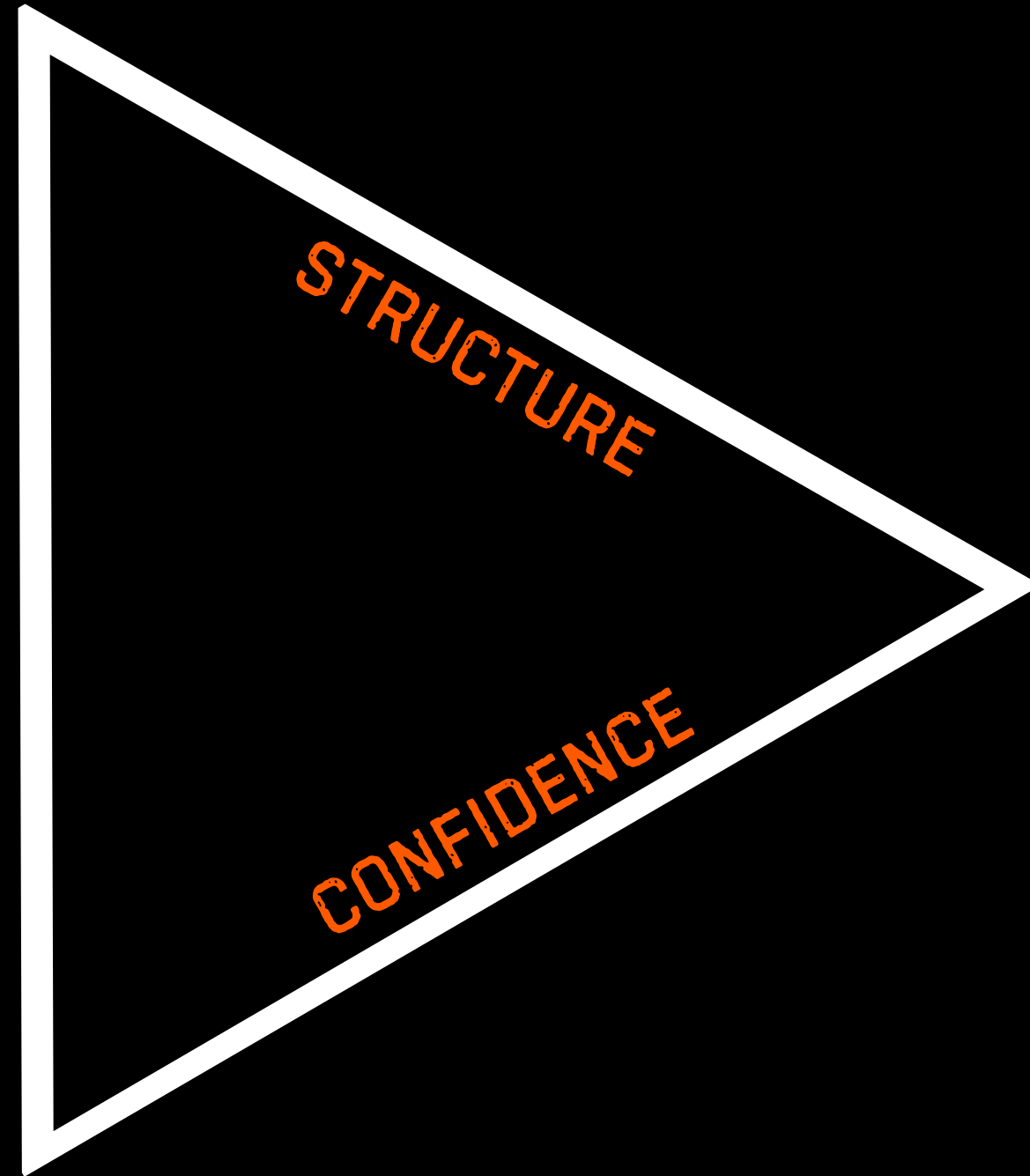
Perceived Value + (Exclusivity)

VALUE

Trader Joes



Clairty



Follow-up

Accountability

Clarity



Confidence
Structure
Consistency



“Earn your leadership every day.”
— Michael Jordan



7



2



9



4



1



6



3



8



5



הכלכלה

7



2



9



4



1



6



3



8



5





7



2



9



4



1



6



3



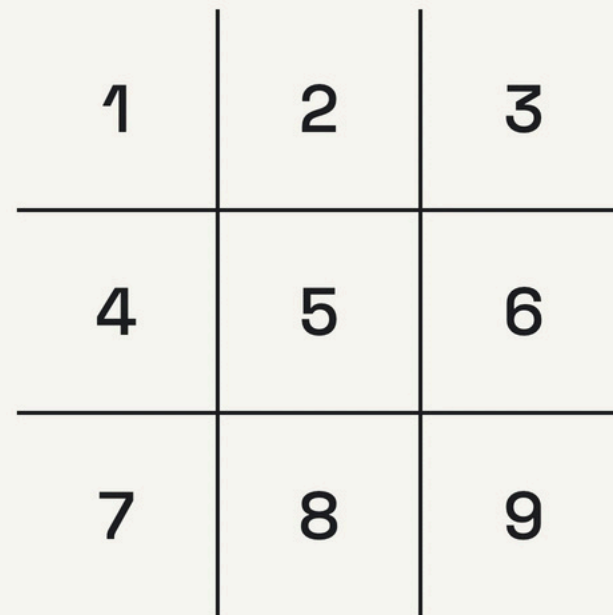
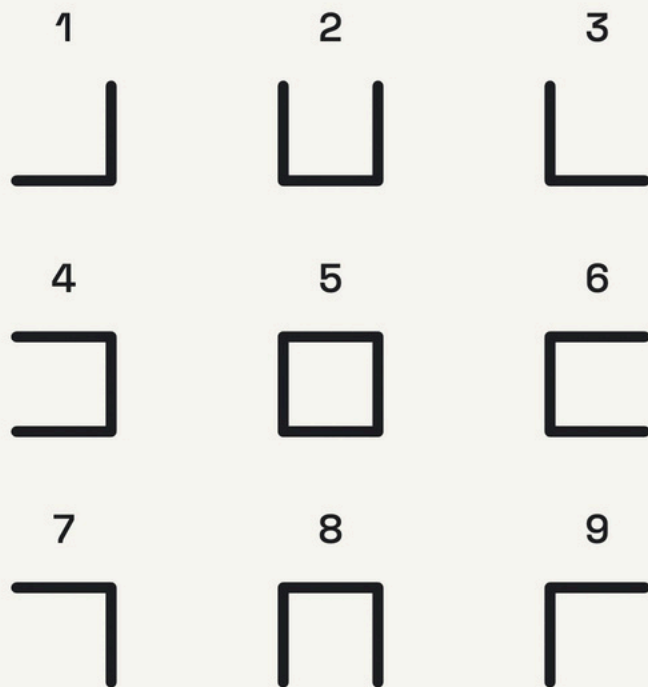
8



5



1	2	3
4	5	6
7	8	9





1



5

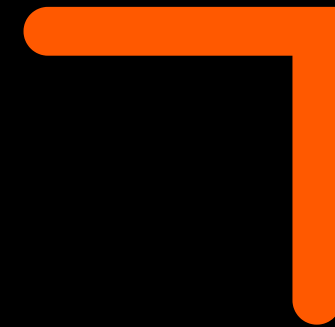
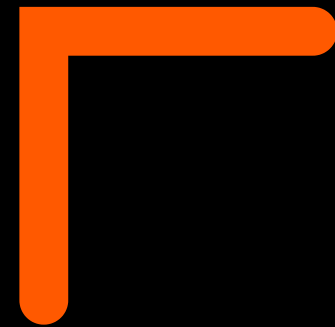


8



THE 4 CORNER STONES OF ADVANCED LEADERSHIP

**EMOTIONAL
INTELLIGENCE**



GUEST RECOVERY

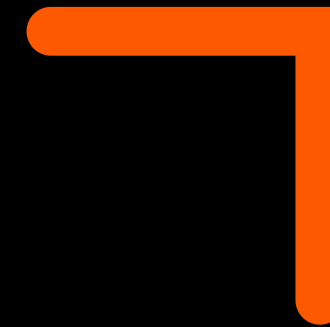
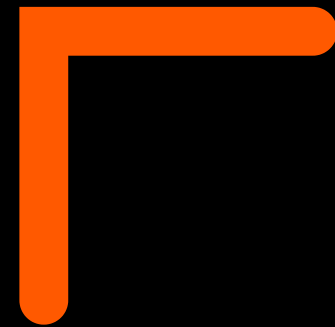
INSPIRATIONAL



**ACCOUNTABILITY
MASTERY**

THE 4 CORNER STONES OF ADVANCED LEADERSHIP

EMOTIONAL
INTELLIGENCE



GUEST RECOVERY

INSPIRATIONAL



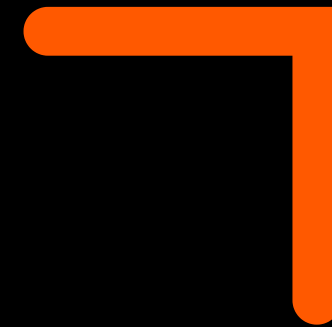
ACCOUNTABILITY
MASTERY

THE 4 CORNER STONES OF ADVANCED LEADERSHIP

EMOTIONAL
INTELLIGENCE



GUEST RECOVERY



INSPIRATIONAL



ACCOUNTABILITY
MASTERY

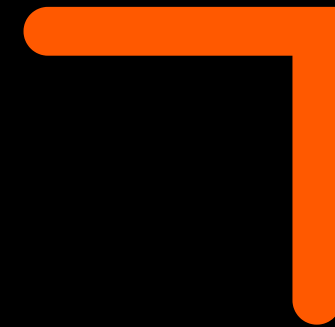
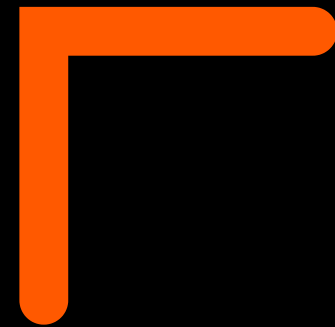


STANDARDS

“Every standard you let slip is the NEW standard”

THE 4 CORNER STONES OF ADVANCED LEADERSHIP

EMOTIONAL
INTELLIGENCE



GUEST RECOVERY

INSPIRATIONAL



ACCOUNTABILITY
MASTERY

Accountability

If you don't have
consistent accountability...

you don't have **ANYTHING.**



A culture of accountability
is a culture of excellence.

(accountability is a good thing)



Structured Environment + Confident Clarity

A/B/C PLAYERS

PROTECT YOUR STRONG



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

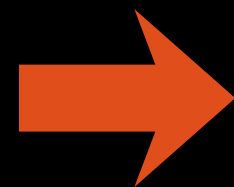
The “**bad apple**” did not just sink their own boat; they caused the other high-performers to **stop rowing**.



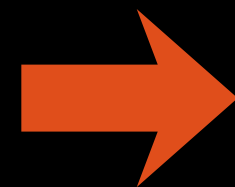
The 3-Phases Consistency



EXPECTATIONS



COMMITMENT

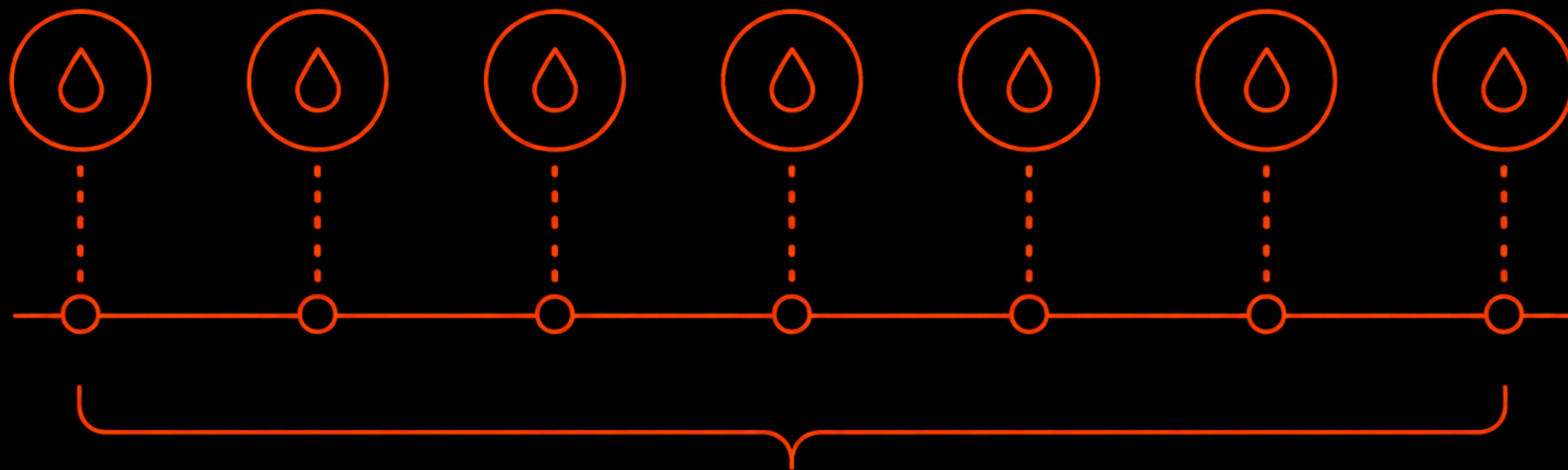


IMPLEMENTATION



CULTURE FLIP

DRIP training



TRAIN.
NURTURE.
COACH.



IS THAT A

10/10?

KEEP.

START.

STOP.



THE NOT WORTHLESS PRE-SHIFT

Focus + clarity + energy + interaction

how do I make time?

18 MINUTES



@THE30RULE

FAVOR?