



COME BACK SMARTER!

Reopening, Resetting, Rethinking, and Recharging Our Businesses

The COVID-19 crisis has delivered a devastatingly costly lesson to the hospitality industry, and to independent and regional operators in particular. It could only be worse if we don't *learn* anything from it.

As we reopen, we must also take this opportunity to reset, rethink, and recharge. The teams and brands that use this time to learn new ways to succeed will not only survive...they will dominate. As we've learned, change can come to your business in unexpected ways you can't control...but it can also come in ways you CAN control.

In this 1-hour, interactive virtual workshop, leading industry consultant Tim Kirkland will explore important observations and lessons from across industry segments and around the country on how to use this challenging time to make changes that will improve business fundamentals and profitability, reengage customer bases, and help operators come back stronger and smarter.

Here are some of the ideas Tim will cover:

How did we get here?

What are the factors that made the restaurant industry one of - if not THE most - vulnerable in the country? One so *fragile* that many independent restaurants and even some larger brands were forced to shutter just a few *weeks* into the pandemic? How can we use this disruption to hit the reset button and address the mistakes we as an industry have allowed to erode profits and change consumer behaviors over the past two decades?

The Advantage of Adaptability

Disruption is hard. It's also a unique and valuable opportunity for innovation and positive change. One of the huge advantages that restaurant operators enjoy is their capacity for nimble change. Rather than struggling to get back to "normal," we should be focusing on productive adjustments that will save us now and serve us in the future. Tim will help you identify ways to innovate in the areas of Product, Packaging, Profit Centers, and Pivoting to Delivery & Takeout.

Managing Guest Experience & Expectations

Traditional hospitality has been fundamentally changed during this crisis. Where table-side service was once our primary chance to engage our Guests, make memorable impressions, and drive loyalty...we more are frequently engaging them online, over the phone, and smiling through masks. What are some new ways to 'wow' Guests and *earn their return*?

Team & Training Transformation

How can you take advantage of this time to improve culture & commitment and teach your team how to sell more, serve better, and inspire loyalty in a new service landscape?

- How has your training changed based on the evolving realities of your business?
- How can you practice Adaptive Leadership at the shift level?
- What do your team members need from you during this time?

Let's create an insightful conversation on how to capitalize on the lessons of these challenging times!



"It's not the strongest of the species that survives, nor the most intelligent; it is the one most adaptive to change."

- Charles Darwin