

General Manager Opportunity

Training Program

February-July

California/North Carolina/Florida

The Competition

- ▶ Team Effort
- ▶ Team Rancho Success
- ▶ Individual Effort
- ▶ Individual Success

First Prize

- ▶ Choice of Location
- ▶ Rancho
- ▶ Chino
- ▶ Walnut
- ▶ East Coast

Second Prize

- ▶ Opportunity for Career Growth
- ▶ Opportunity for Personal Growth
- ▶ Opportunity for Financial Growth

Training Session 1-February 17th

Your Involvement

- ▶ Current Training as an Assistant Manager-
- ▶ You Must Ask if Not Receiving
- ▶ No Room for Second Mistakes
- ▶ Future Training as a General Manager

Performance To Date

- ▶ Staffing, Sales, Reputation Management, Food Quality
- ▶ Lessons Learned
- ▶ Cost To Date
- ▶ Progress To Date

The Opportunity

- ▶ Will Not Come Twice
- ▶ This is a Journey

The Investment

- ▶ \$100,000
- ▶ What Have You Learned
- ▶ What Would You Do Different

What It Will Take

- ▶ Outstanding Performance
- ▶ Resolution of Problems
- ▶ Zero Tolerance for Negative Reviews
- ▶ Outstanding Positive Reviews in Sufficient Quantity
- ▶ Involvement in Marketing
- ▶ Professional/Personal Development
- ▶ Weekly Involvement – Self Learning
- ▶ Read and Learn
- ▶ Up To Date on Technology and Restaurant Trends
- ▶ Desire to Be Learn, Grow, Evolve

Training To Be General Manager

- ▶ Group Learning - Monthly
- ▶ Self Learning- Weekly
- ▶ Questions/Comments- Daily

Operations Manual Update

- ▶ Review
- ▶ Recommendations
- ▶ Documentation

Sessions

- ▶ Recorded
- ▶ Sharefile
- ▶ Training Materials
- ▶ Recommended
- ▶ Strongly Recommended

Great Greek Career Path

- ▶ Staff
- ▶ Shift Lead
- ▶ Assistant Manager
- ▶ General Manager
- ▶ (Geographic Transition-USA)
- ▶ Territory/District Manager
- ▶ Director (Operations-Marketing-Training-Sales)
- ▶ (Geographic Transition-International)

- ▶ What's Required?
- ▶ Outstanding Performance in Everything You Do




▶ The Schedule

- ▶ February – July - Training
 - ▶ July/August - Test
 - ▶ August - Chino Opening
 - ▶ Fall - Rancho
- ▶ Winter – Walnut Opening

Fast-casual restaurant managers, make mistakes that impact businesses negatively.


- ▶ Biggest mistakes General Managers make:
- ▶ **Neglecting Customer Service:** Failing to prioritize customer service can lead to dissatisfied customers and loss of business. Managers should provide and ensure that staff is trained to provide excellent service and address any customer concerns promptly.
- ▶ **Ignoring Feedback:** Ignoring feedback from customers, employees, or online reviews can be detrimental to a fast-casual restaurant's success. Managers should actively seek out feedback and take appropriate action to address any issues raised.
- ▶ **Poor Hiring Decisions:** Hiring the wrong staff members can lead to inefficiency, poor customer service, and increased staff turnover. Managers should carefully screen and train new hires to ensure they are a good fit for the team.
- ▶ **Lack of Training and Development:** Failing to provide adequate training and development opportunities for staff can result in low morale, decreased productivity, and higher turnover rates. Managers should invest in ongoing training to help employees improve their skills and advance their careers.
- ▶ **Inconsistent Quality:** Inconsistency in food quality, portion sizes, or service standards can erode customer trust and loyalty. Managers should ensure that all staff members adhere to standardized procedures and regularly monitor quality to maintain consistency.




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- ▶ **Poor Inventory Management:** Inefficient inventory management can lead to waste, overstocking, or shortages, which can impact profitability. Managers should implement effective inventory control systems and monitor inventory levels closely to minimize waste and ensure sufficient stock.
 - ▶ **Overlooking Cost Control:** Failing to control costs, such as food waste, labor expenses, or utility bills, can eat into profits and jeopardize the financial health of the business. Managers should regularly review expenses and identify areas where costs can be reduced or optimized.
 - ▶ **Neglecting Marketing and Promotion:** Neglecting to promote the restaurant or failing to keep up with current marketing trends can result in decreased visibility and fewer customers. Managers should develop a marketing strategy and actively promote the restaurant through various channels to attract new customers and retain existing ones.
 - ▶ **Ignoring Trends and Customer Preferences:** Failing to adapt to changing consumer preferences or industry trends can cause a restaurant to become outdated and lose relevance. Managers should stay informed about current food trends, dietary preferences, and consumer behaviors and adjust their menu and operations accordingly.
 - ▶ **Lack of Leadership and Accountability:** A lack of strong leadership and accountability can lead to a disorganized and unmotivated team. Managers should lead by example, set clear expectations, and hold themselves and their staff accountable for their actions and performance.

Qualities of a Great General Manager

- ▶ Being a general manager in a fast-casual food restaurant requires a diverse skill set and a combination of qualities to effectively oversee operations, manage staff, and ensure customer satisfaction.

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- ▶ Here are some essential qualities needed for success in this role:
 - ▶ **Leadership Skills:** A general manager must be able to lead and motivate a team of diverse individuals, including kitchen staff, servers, and other employees, to ensure efficient operations and excellent customer service.
 - ▶ **Communication Skills:** Effective communication is essential for interacting with customers, addressing staff concerns, and conveying instructions clearly to ensure smooth operations.
 - ▶ **Problem-Solving Abilities:** The ability to quickly identify and address issues as they arise, whether they involve customer complaints, staffing problems, or operational challenges, is crucial for a general manager.
 - ▶ **Organizational Skills:** Managing inventory, scheduling shifts, and overseeing day-to-day operations requires strong organizational skills to ensure everything runs smoothly.
 - ▶ **Customer Focus:** A focus on customer satisfaction is paramount in the fast-casual industry. General managers should be able to anticipate and meet customer needs while ensuring a positive dining experience.

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- ▶ **Financial Management Skills:** General managers are responsible for managing budgets, controlling costs, and maximizing profitability. Financial acumen is essential for success in this aspect of the role.
 - ▶ **Team Building and Training:** Recruiting, training, and retaining skilled staff members are critical for maintaining high standards of service and efficiency.
 - ▶ **Flexibility and Adaptability:** The fast-casual restaurant environment can be unpredictable, with busy periods, staffing issues, and other challenges. A general manager must be able to adapt quickly to changing circumstances and make decisions immediately to manage effectively.
 - ▶ **Attention to Detail:** From ensuring food safety and quality standards to maintaining a clean and inviting dining area, a general manager must pay close attention to detail to uphold the restaurant's reputation and standards.
 - ▶ **Passion for Food and Hospitality:** A genuine love for food and hospitality can drive a general manager to continuously strive for excellence and inspire their team to deliver exceptional service.