



## Breathe New Life into your Restaurant

How restaurant owners can transform their businesses from sources of frustration to satisfaction. A comprehensive guide to working *on* your restaurant, not just *in* it, focusing on key elements such as people management, customer experience, operational structure, and financial control. The goal is to help restaurant owners reclaim control, build empowered teams, enhance guest experiences, and ultimately achieve the purpose and freedom they originally set out to attain.



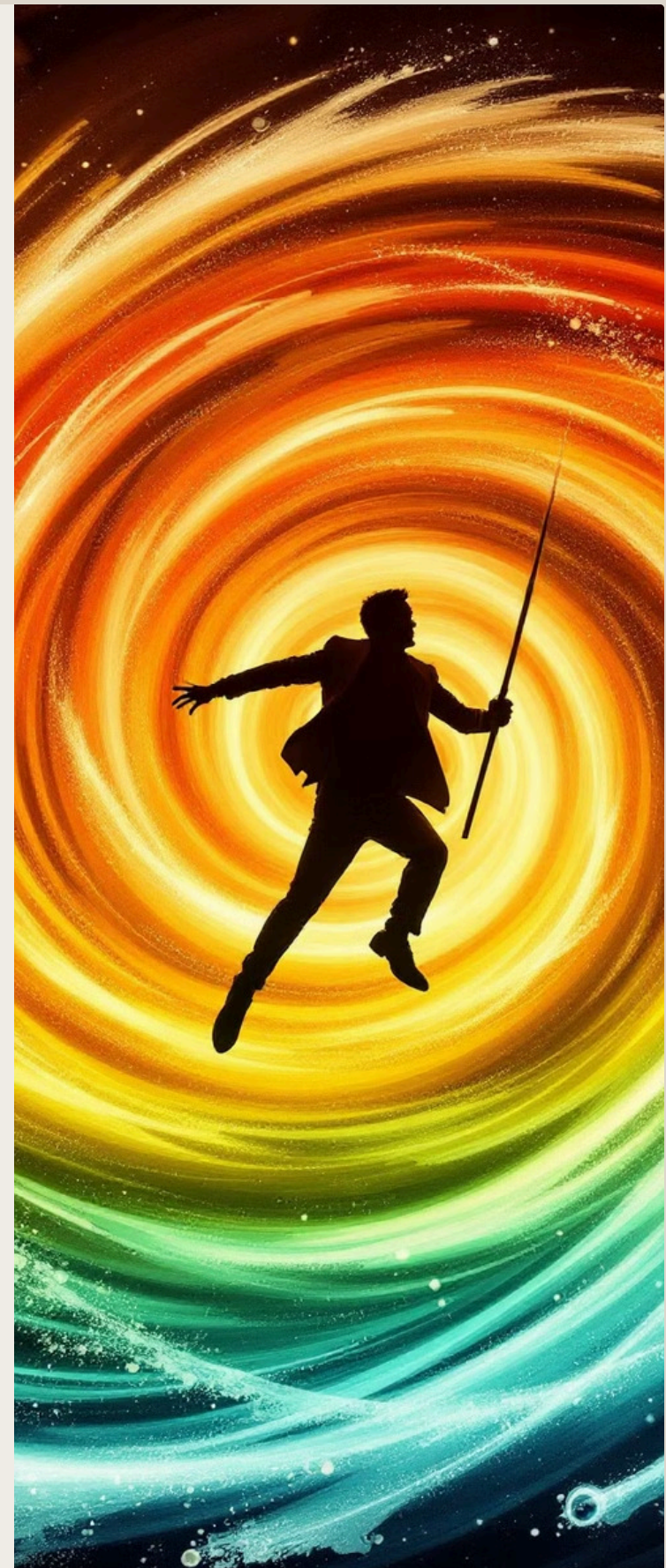
# The Energy Spiral

The worst feeling in the world is walking into your restaurant —your pride and joy—and feeling the effects of an empty, low-energy space. It makes you stop and wonder: *What did I work so hard for?*

Maybe it's the opposite—a packed dining room, a bustling kitchen, and chaos at every turn. You're running a busy restaurant, but instead of feeling like the leader of a thriving business, it feels like the restaurant owns you. Everywhere you look, there's another issue—a team conflict, a guest complaint, or a supply chain problem—and you can't seem to catch your breath.

In both scenarios, the root of the problem is the same: a lack of structure and support. Restaurants are demanding and without the right systems, standards and team dynamics in place, it's easy to feel like you're drowning in your own business. Running a restaurant can be isolating, but you're not alone. Help is available.

By focusing on the key elements of people, product, process, and profit, you can reclaim control and build a restaurant that works for you—not the other way around. You will need to create a foundation that empowers your team, enhances guest experiences, and delivers the purpose and freedom you set out to achieve. Let's get started.



People will forget what you said, people will forget what you did, but people will never forget how you made them feel.

Maya Angelou

## Your Employees Are Your Partners

This wisdom applies not just to your guests but also to your employees. Treat your team as true partners in the success of your restaurant, and they will elevate your business far beyond what you could achieve alone.

Creating a successful restaurant culture starts with accountability—for your team and yourself.

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### Self-Accountability Questions:

Am I modeling the behavior I want to see in my team?

Do I provide clear communication and consistent leadership?

Am I addressing challenges promptly and constructively?

2

### Team Accountability Questions:

Are my team members following through on their commitments?

Do they feel supported and valued enough to give their best effort?

Are we holding each other accountable in a way that fosters respect and growth?

# Customer Touchpoints... Your Lifeline to Success



**Improving Touchpoints:** Inspire your team to treat every interaction as a chance to wow your customers. Whether it's anticipating a need or making a small gesture like remembering a regular's favorite drink, these moments make all the difference.

# Structure Your Path

If you want to step back and work *on* your business, you will need a strong foundation. Without it, chaos creeps in, leaving you constantly putting out fires instead of focusing on growth.

## Systems and Processes

Clearly defined workflows reduce confusion and inefficiencies.

## Service Standards

Set expectations for how guests are treated at every stage of their visit.

## Policies and Procedures

Create guidelines that allow your team to handle challenges consistently.

## Company Culture

Build a culture of respect, empowerment, and accountability to keep your team engaged and aligned.

Setting up the right structure doesn't just protect your time and energy—it ensures your restaurant operates smoothly even when you're not on-site. It's an investment in your freedom as a business owner.

If building this structure feels overwhelming, know that help is available here too. A solid foundation will not only reduce your stress but deliver a high ROI and position your business for long-term success.

# Cost Control & Operational Efficiency

No matter how passionate you are about your restaurant, success requires discipline in cost control and operational efficiency. These tools are your safety net, keeping the business profitable and sustainable.



## Workflow Optimization

Get more organized.  
Eliminate bottlenecks,  
reduce unnecessary  
steps to save labor and  
improve workflow.

|               | Mon | Tue | Wed | Thur | Fri | Sat | Sun |
|---------------|-----|-----|-----|------|-----|-----|-----|
| 10:00 - 11:00 |     |     |     |      |     |     |     |
| 11:00 - 12:00 |     |     |     |      |     |     |     |
| 12:00 - 13:00 |     |     |     |      |     |     |     |
| 13:00 - 14:00 |     |     |     |      |     |     |     |
| 14:00 - 15:00 |     |     |     |      |     |     |     |
| 15:00 - 16:00 |     |     |     |      |     |     |     |
| 16:00 - 17:00 |     |     |     |      |     |     |     |
| 17:00 - 18:00 |     |     |     |      |     |     |     |
| 18:00 - 19:00 |     |     |     |      |     |     |     |
| 19:00 - 20:00 |     |     |     |      |     |     |     |
| 20:00 - 21:00 |     |     |     |      |     |     |     |
| 21:00 - 22:00 |     |     |     |      |     |     |     |
| 22:00 - 23:00 |     |     |     |      |     |     |     |
| 23:00 - 24:00 |     |     |     |      |     |     |     |

## Strategic Scheduling

Match business trends  
to staffing needs and  
improve your labor  
model.



## Inventory Management

Reduce waste, work  
with vendors to improve  
pricing, and order based  
on the product mix.



## Food Cost Control

Standardize recipes,  
control portion sizes,  
review menu pricing  
based on key factors and  
improve consistency in  
your product.

# Menu Strategy & Pricing

Your menu is one of your greatest tools for balancing guest satisfaction and profitability. Choosing the right pricing model is critical. Both approaches work when paired with consistency and a clear brand identity.



## High Volume, Reasonable Prices

Focus on driving traffic with approachable pricing and efficient turnover.



## Lower Volume, High Price Point

Offer premium dishes and experiences with elevated service.

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## Use a P-Mix Analysis to Identify and Optimize your Menu



### Stars

Highlight popular, high-margin items.



### Dogs

Re-evaluate low-performing, low-margin items.



### Puzzles

Boost awareness of profitable but under-ordered items.

# Business Indicator Reviews



## Weekly Reviews

- Review and track food and labor costs.
- Address operational challenges and celebrate successes.
- Check in with key team members to align on goals.

|                                   |                |              |
|-----------------------------------|----------------|--------------|
| <b>SALES</b>                      |                |              |
| Food                              | \$ 1,302,156   | 81.4%        |
| Beverage                          | 298,407        | 18.6%        |
| TOTAL SALES                       | 1,600,563      | 100.0%       |
| <b>COST OF SALES</b>              |                |              |
| Food                              | 417,992        | 32.1%        |
| Beverage                          | 83,113         | 27.9%        |
| TOTAL COST OF SALES               | 501,105        | 31.3%        |
| <b>GROSS PROFIT</b>               | 1,099,458      | 68.7%        |
| <b>CONTROLLABLE EXPENSES</b>      |                |              |
| Salaries & Wages                  | 420,875        | 26.3%        |
| Employee Benefits                 | 72,184         | 4.5%         |
| Direct Operating Expenses         | 70,941         | 4.4%         |
| Music & Entertainment             | 14,375         | 0.9%         |
| Marketing                         | 35,057         | 2.2%         |
| Utilities                         | 41,256         | 2.6%         |
| General & Administrative Expenses | 57,943         | 3.6%         |
| Repairs & Maintenance             | 8,833          | 0.6%         |
| TOTAL CONTROLLABLE EXPENSES       | 721,466        | 45.1%        |
| <b>CONTROLLABLE PROFIT</b>        | <b>377,992</b> | <b>23.6%</b> |
| <b>OCCUPANCY COSTS</b>            |                |              |
| Rent                              | 149,589        | 9.3%         |
| Property Taxes                    | 48,259         | 3.0%         |
| Other Taxes                       | 8,100          | 0.5%         |

## Monthly Reviews

- Evaluate financial performance and profitability.
- Analyze guest feedback and trends.
- Set goals for improving processes, service, and team development.

# People + Product + Process = Profit

A thriving restaurant is built on four key pillars:



When these elements work together, they help create a restaurant that's profitable, balanced, and fulfilling. This isn't just about running a business—it's about reconnecting with your purpose and gaining the freedom to enjoy the success you've worked so hard for.

Owning and operating a restaurant requires juggling countless moving parts, from managing your team to streamlining your operations and menu strategy. It can be easy to get caught up in the day-to-day grind and lose sight of the bigger picture.

But when you approach your restaurant with intention and focus on the key drivers of success, you can create a thriving business that aligns with your values and brings you true satisfaction. It's about finding that sweet spot where your passion, your purpose, and your profitability all come together. We know it's hard. If at any point you are feeling overwhelmed remember, we are here to help.



Laura Payne, co-founder of Campayne Group is deeply passionate about creating strong structures—systems, service standards, and company culture—that enable restaurant owners to reclaim their time, focus on their aspirations, and find renewed joy in their businesses.

By entrusting teams, enhancing guest experiences, and operations, Laura helps restaurant leaders not just survive, but thrive.

If you're ready to invest in the transformation of your restaurant and step into a more fulfilling, successful role as a leader, Laura and the Campayne Group are here to help with solutions that can fit almost any budget. Start with a complimentary session and discover how strengthening your foundation can bring your vision to life.

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