



PLAN . START . IMPROVE . GROW
**RESTAURANT
CONSULTING
SERVICES®**
WWW.RESTAURANTCONSULTINGSERVICES.COM

Restaurant Operations Weekly™

Newsletter #28 Tuesday, September 25, 2018

Welcome to this week's issue of Restaurant Operations Weekly™

Insightful tools and information for over 28,000 monthly subscribers and hospitality leaders

Dear Friend,

Welcome to you and over 300 new readers that have signed up in the last couple of weeks! Restaurant Operations Weekly is the leading newsletter to those within and that support the hospitality industry. Every week we touch on a different topic that will help you run a more successful business.

My father shared a story to me a few years ago that, without a doubt, is something you can relate to. My parents had just sat down for some dinner in a popular local restaurant. The young man approached the table and greeted them with, "Hi guys!" and without warning, my father blew up. "We've been married 40 years...this is my wife...she's not a guy!" Dad apologized and finally cooled his jets.

He called me a few days later and said, "*Kevin, I am absolutely over having people calling Mom a guy! This has been going on for years and I'm just over it! What do you think?*" I said, "*Dad, I'm sure it's not on purpose, I just don't believe that people intend on calling Mom a guy to insult her - they just don't think about it. It's a non-gender communication thing.*"

This week, we're talking about the eight types of communication that probably take place in your business and why it matters!

Restaurant Operations Weekly™ is here to help our friends run better, more successful and profitable hospitality operations.

Let's get to it....

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.

— Stephen Covey —

"It's a Communication Thing"

Abraham Lincoln, Ronald Reagan, Martin Luther King, Winston Churchill, Nelson Mandela and Mahatma Gandhi are regarded as some of the best orators and leaders of all time. They knew that communication is the real work of leadership, and in most cases, one simply can't become a great leader unless they're a great communicator. Great communicators inspire, connect, and have an understanding that people want to be spoken to from the heart and directly to their needs.

"The single biggest problem in communication is the illusion that it has taken place." - George Bernard Shaw

How many levels of communication exist within a multi-unit organization? Here's eight common levels and single-unit locations have a few less.

1. Ownership to management.
2. General Manager to others on the management team.
3. Management team to employees.
4. Employees to guests.
5. Professional internal and/or external communications (to legal, accounting, HR, Marketing and similar).
6. Brand communication to the general public.
7. Restaurant to restaurant communication.
8. Corporate to individual unit communication.

Honest and professional communication from the top set the example for what you can expect in your organization. Is there a sense of urgency, respect, and recognition that the recipient's time is important? Is the messaging properly prioritized and timely...does it even matter?

We have found that organizations with quality communication are also the ones that have clearly defined organizational structure and job descriptions. People that know their place within the organization and that have clarity in the reporting structure receive and act on communication in a tighter, more timely and professional manner. The inverse is true as well. Less organizational structure

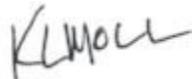
generally equates to sloppy or ineffective communication.

Tips to improve communication within your organization:

- Don't talk - listen instead. When you do talk, **give people the opportunity to speak up and participate**. If you seem to always have the last word, something's amiss.
- When it comes to communication, **less, but tighter, more concise, truthful and relevant content is of more value** to the recipients.
- When you talk, it should **lead people to ask good questions**. This is true engagement.
- Speak to groups as if you are speaking to individuals. This leads to a sense of **intimacy and genuine communication that will be welcomed** by every person.
- Watch for **tone, volume, style of delivery and the body language of all participants**. Be careful for hidden messages.
- Dedicate yourself to **one form of communication at a time**. Don't talk while composing an e-mail and don't try to listen while replying to a text. Communication is an art form that takes perfect dedicated practice to get right.
- **"Please" and "Thank You" goes a long way** and shows respect. Remember, if you don't give it, you won't get it!

You don't have to be one of history's great communicators to be heard! Just apply these strategies and watch your communication skills, and those within your organization reach new heights!

Thanks for reading and feel free to call us anytime. Have a great week!



Kevin Moll, President

[Restaurant Consulting Services, Inc.](#)

2833 S. Colorado Blvd. Denver, Colorado 80222

(720) 363-0164



Operating a successful restaurant can be overwhelming. We can answer your questions about tip reporting, food and liquor costs, sales tax audits, personal and business tax matters and much more. Nationwide services.

www.swickco.com

640 Plaza Drive, Suite 100 • Highlands Ranch, CO 80129 • Phone: 303.987.1700

Development

[Ready to open your own restaurant? Learn how here](#)

[How to be a competent & capable manager](#)

[The Manager's Daily Checklist Sample Format](#)

[How to find meaning at work even when your job feels miserable](#)

[Think practice makes perfect? Think again. This article will change how you train everyone from now on](#)

Resources

[To Subscribe or Catch up on back issues of Restaurant Operations Weekly](#)

[Ten Things That Genuinely Confident People Do Differently](#)

[Year 2038 - How We'll Eat 20 Years From Now](#)

[Purchase the last 10 or 20 issues](#)

[50 Great Ideas for Your Restaurant](#)

[World's Best Restaurants Announced](#)

[How to make a great employee schedule](#)

[How to Design Your Beverage Menu for Profit](#)

[50 Restaurant Industry Statistics \(by Toast\)](#)

[Food holidays in September - Great Promotional Calendar](#)

PLAN . START . IMPROVE . GROW
RESTAURANT
CONSULTING
— SERVICES® —
WWW.RESTAURANTCONSULTINGSERVICES.COM

Copyright © **|CURRENT_YEAR|* *|LIST:COMPANY|**, All rights reserved.
|IFNOT:ARCHIVE_PAGE|* *|LIST:DESCRIPTION|

Our mailing address is:

|HTML:LIST_ADDRESS_HTML|* *|END:IF|

Want to change how you receive these emails?

You can **update your preferences** or **unsubscribe from this list**.

Did you receive this newsletter from a friend and want your own subscription? [Subscribe Here](#)

Want to promote your company or service to over 28,000 monthly readers? Contact us for a rate sheet and advertising information. [Contact page](#)

Kindly direct all consulting and business inquires [here](#).

Restaurant Operations Weekly newsletter may not be reproduced or distributed without express written permission. Please contact us to submit a request. As every hospitality business is unique, not all contents of the newsletter may be appropriate for every operation. This is a complimentary, general industry newsletter and Restaurant Consulting Services, Inc. provides consulting and advisory services for clients only per the terms of a consulting agreement. Advertising content represents the opinion of the advertiser and does not necessarily reflect the opinion of Restaurant Operations Weekly, Inc. Thank you for subscribing and being a loyal reader!