

**Restaurant
OWNER.com**

**Culture = Brand™
Drive Culture by
Choice Not Chance!™**

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M | MIICK Guiding Dynamic Performance in Leadership, Management, Business and Life

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Typical

- The real meeting's after the meeting!
- "You just can't find any good help"
- "That's not my job!"
- "It's just common sense..."
- "Elephants in the room"
- We're doing "better," "Great attitude!"
- Cops not coach

...More effective

- We're accountable
- Excellence is defined in behaviors
- Coach not cop
- #'s are defined and used
- Respect instead of...

What is Culture?

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What is Brand?

- Our Brand Promise
- Your Brand Experience
- Brand Engagement! Ours & Yours!

and,... We Engage or We don't...

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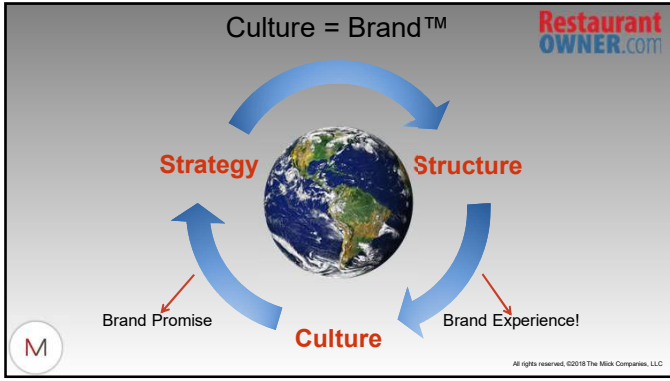
Engagement = Cash!!!



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- 6 Steps: The Miick Method™
- Step 1. *We Know Who We Are*
- Purpose
 - Values
 - Vision
 - Handbook
 - Job Descriptions
 - Define the work

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6 Steps: The Miick Method™ **Restaurant**
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Step 2. Fiscal Acuity


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6 Steps: The Miick Method™ **Restaurant**
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Step 2. Fiscal Acuity

Accounting:

- Tax
- Corporate
- **Operations**


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6 Steps: The Miick Method™ **Restaurant**
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Step 2. Fiscal Acuity

Operations Accounting:

- Daily Costing
- Inventory & comparison
- Purchasing against *budget*
- Sales mix – “unique” LTO’s
- Menu price & position
- **Outcome: Cash Flow & Profit!**


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6 Steps: The Miick Method™ **Restaurant**
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Step 1. We *Know* Who We Are
Step 2. Fiscal Acuity

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6 Steps: The Miick Method™ **Restaurant**
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Step 3. Conscious Communication™
The primary HOW...


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Safe Space ☐... **Restaurant**
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- Track behavior; be aware of name calling...
- My truth, my experience
- 7-45-48
- Moose in the room!
- Make "I" statements



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What's An "I" Statement

First, what's an "I" statement and what makes this important?

<ul style="list-style-type: none"> • Single • I • Me • My • Mine • Myself 	<ul style="list-style-type: none"> • The Collective "I" • We • Those of us • All of us • Each of us • Any of us • Who of us • Let's • Everyone of us...
--	---

What's NOT "I":

- He, She, it, that, they, them, "those guys"
- "You", "everyone", "no one"
- "corporate", "the office"

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My Intention Is Clear

What makes this important?

From Which Circle Do I CHOOSE to Lead?






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My Intention Is Clear

From Which Circle Do I CHOOSE to Lead?





I CHOOSE to speak from outside (AT) this group: "I'm the boss!" ... "I need you to"; "I want all of you to..."

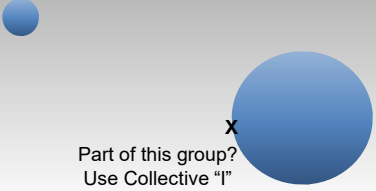
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My Intention Is Clear

From Which Circle Do I *CHOOSE* to Lead?



Part of this group?
Use Collective "I"

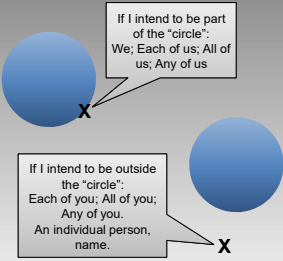
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My Intention Is Clear

From Which Circle Do I *CHOOSE* to Lead?



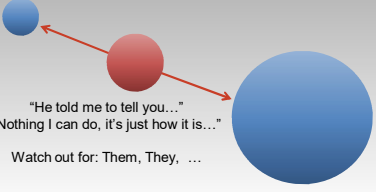
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Watch out for...

From Which Circle Do I *CHOOSE* to Lead?



"He told me to tell you..."
"Nothing I can do, it's just how it is..."

Watch out for: Them, They, ...

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6 Steps: The Miick Method™ **Restaurant**
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Step 1. We *Know* Who We Are
 Step 2. **Fiscal Acuity**
 Step 3. Conscious Communication™

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6 Steps: The Miick Method™ **Restaurant**
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Step 4. Hiring on Purpose

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Step 4. Hiring on Purpose

- **Investment, not expense**
- Interview
- **Ad Posts**
- Exercises
- **5 Core Truths of Hiring™**

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Everything's An Interview! **Restaurant
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Would I hire the behavior I just experienced?

Yes? Celebrate!

No? Course Correct...



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Step 1. *We Know Who We Are*

Step 2. Fiscal Acuity

Step 3. **Conscious Communication™**

Step 4. Hiring on Purpose

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6 Steps: The Miick Method™ **Restaurant
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Step 1. *We Know Who We Are*

Step 2. Fiscal Acuity

Step 3. **Conscious Communication™**

Step 4. Hiring on Purpose

Step 5. **Training on Purpose**

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6 Steps: The Miick Method™ **Restaurant
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You only get the Seals with...



- Feedback is constant... **FLOW**
- Training Score Cards
- **Investment w/ROI**
- LMS

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2 Big Questions: **Restaurant
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a. Which Values Apply? Solution

P/V
Why/How

And,
Coach to the Positive!

b. What Behaviors Show Up FROM those Values?

ISSUE

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When Asking Questions: **Restaurant
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What... or, How ... Instead of Why?...


Please share with us _____

I'm interested in how you _____

Share with us...

Say More.

Lose the word, "BUT" and "WHY"



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6 Steps: The Miick Method™ Restaurant
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Step 6. Ongoing Learning & Applying

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This Step is My Choice, Our Choice!
Stay Conscious!

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6 Steps: The Miick Method™ Restaurant
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Step 1. We Know Who We Are

Step 2. Fiscal Acuity

Step 3. Conscious Communication™

Step 4. Hiring on Purpose

Step 5. Training on Purpose

Step 6. Ongoing Learning & Applying

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Culture = Brand™ Restaurant
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Strategy

Structure

Brand Promise

Brand Experience!

Culture

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THANKS SO MUCH!

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