

# HACKING THE NEW NORMAL.

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# 5 Week Workshop

- Week 1: Starting a Bar or Restaurant: The Non-Negotiables
- Week 2: Deep Dive: Feasibility + Concept & Brand + Business Plans
- Week 3: Developing a Profitable Food Menu
- Week 4: Developing an Epic Beverage Program
- Week 5: Hacking the New Normal

*\* Tuesday's at 06:30 PM Eastern Time (US and Canada)*

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# TODAY'S SESSION

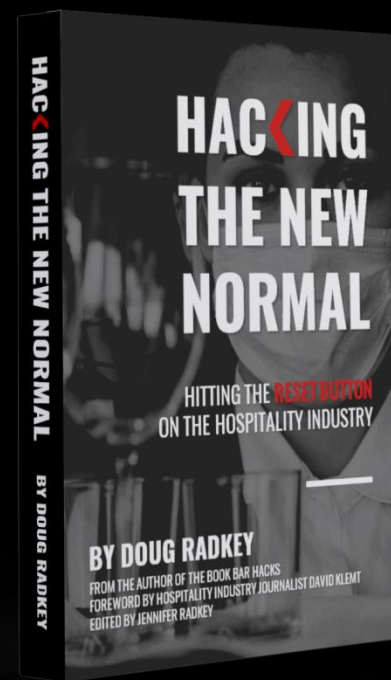
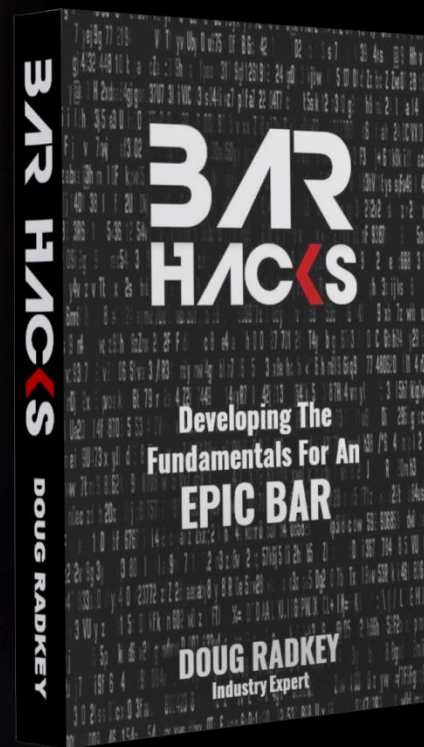
- ❑ PERCEPTION VS. REALITY
- ❑ THE REQUIRED SHIFT IN MINDSET
- ❑ THE ELEMENTS OF SIMPLIFICATION
- ❑ THE ART OF ACCEPTANCE
- ❑ HOW TO BE AN EFFECTIVE LEADER

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*Doug*  
**DOUGRADKEY**  
*Radkey*



**Our global hospitality industry is facing its greatest challenge in modern day history — and also its greatest opportunity for positive change.**

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# You Cannot Fear Change

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**Resets are major undertakings but it will give us a clean start and that's what this industry needs.**

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# What is the perception of the bar & restaurant industry?

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**Perception  
is not  
reality –  
there is a  
difference.**

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# IS THERE A BETTER WAY?

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**Failure to change  
is still one of the  
single biggest  
reasons that a  
business will fail.**

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**Success doesn't  
happen overnight  
- and failure  
doesn't happen  
in a day.**

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**We must  
anticipate -  
and visualize a  
positive future.**

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**What will save this industry – or at least your involvement in it?**

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**No. 1 -  
Are You Prepared?**

**No. 2 -  
Can You Execute?**

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**Set aside that  
fear and drive  
towards action**

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# What is going to be your excuse?

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**To drive those  
desired results.  
Takes what is  
called strategic  
clarity.**

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# HOW AM I SUPPOSED TO TRIPLE MY RESULTS?

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**□ FOUNDATION**

**□ FRAMEWORK**

**□ SIMPLIFICATION**

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**IF YOU HAVE  
SYSTEMS AND  
SIMPLIFICATION  
– YOU WILL  
AVOID BURNOUT!**

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# DO MORE WITH LESS!



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# IS IT PEOPLE OR IS IT – SYSTEMS?



McDonald's

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**FIND WAYS  
TO EXTRACT  
YOURSELF  
FROM THE  
DAY-TO-DAY.**

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**THIS IS THE  
HIGHEST VALUE  
ACTIVITY A LEADER  
CAN SPEND TIME  
ON IN BUSINESS.**

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# IMAGINE HAVING AN ENTIRE TEAM OF DECISION MAKERS?

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**YOU MUST ALWAYS BE  
WORKING ON YOUR  
PEOPLE SKILLS +  
LEADERSHIP SKILLS +  
TIME MANAGEMENT +  
SELF CARE PROGRAMS**

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# YOU MUST BECOME AN INNOVATIVE LEADER....

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# AND A COLLABORATIVE LEADER!

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# ACCEPTANCE:

*The willingness to tolerate a difficult or unpleasant situation.*

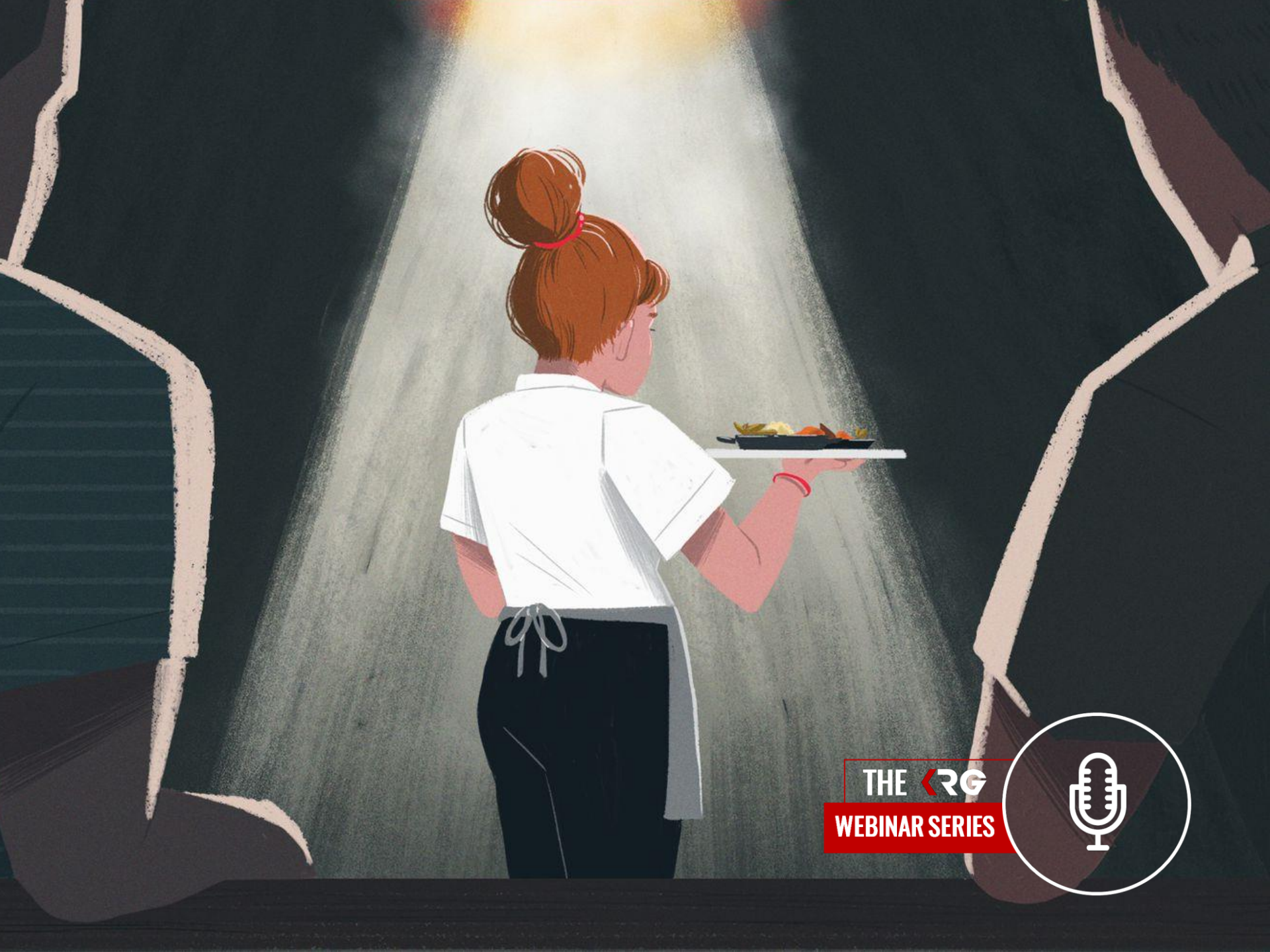
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**That acceptance is  
a choice — a hard  
one most definitely  
- but a choice  
nonetheless.**

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**No human  
deserves to  
feel isolated,  
abused, discriminated  
against - simply by  
going to work.**

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**No. 1 -**

**Can this be  
changed?**

**No. 2 -**

**If the answer is no -  
what work needs to  
be done?**

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**DO NOT  
FORGET THE  
ESSENCE OF  
HOSPITALITY.**

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**MONEY IS NOT  
A MOTIVATOR  
– IT IS A  
SATISFIER.**

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# YOU MUST STAY CURRENT & RELEVANT TO BECOME MEMORABLE

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**We will be defined by  
our next decision, our  
next motion, our next  
behavior, good or bad.**

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**PRESS  
TO  
RESET  
YOUR  
LIFE**



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