

HOW RESTAURANTS GROW AND  
BECOME EXTRAORDINARY

SCALE



by Ryan Gromfin

# INTRODUCTION



*"The greatest effort you can make for your staff and the greatest gift you can give to your manager is a framework for better communications."*

Have you ever met a restaurant owner that doesn't want to grow and expand their operation? Isn't that exactly why you are here? You are looking to SCALE up.

You may be dreaming of opening your first unit and eventually scaling to multiple locations; or you may be in your first location and looking to increase profits; or you may have 10 locations and wanting to scale up to 20, 50 or even 100 in the next 5 years. Whatever your business goals are, SCALE is designed to help you achieve them.

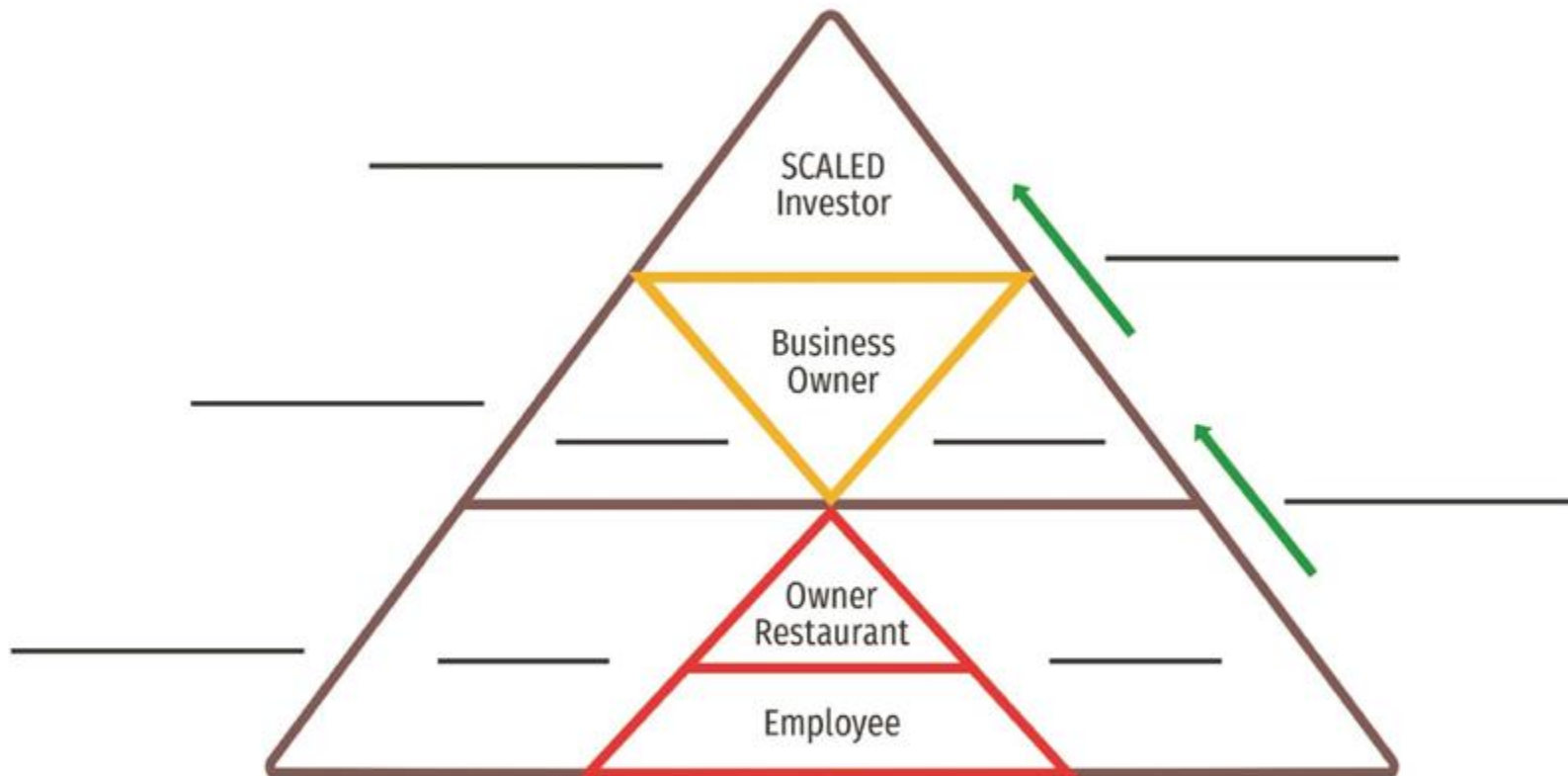
This won't come as a shock to you, but it bears repeating: The restaurant business is HARD! If it was easy, there would be even more competition than what already exists. One of the most rewarding parts of being a restaurant owner is that the harder you work the luckier you get. Just opening your doors won't grant you success; you have to work hard and smart. We get it...it's so easy to find all of the reasons to be frustrated by the industry or the performance of your restaurant. It's easy to blame your staff, your chef, your vendors, your customers, your location, the economy, and any number of other factors.

SCALE is not a program that delivers magic pills and easy results (don't we all wish that could happen?!). Rather, SCALE is a formula. Unlike strategies that provide a quick bandaid, SCALE was built on proven methods that we've seen work in hundreds of restaurants around the world. There is no guesswork. Only actionable, proven results.



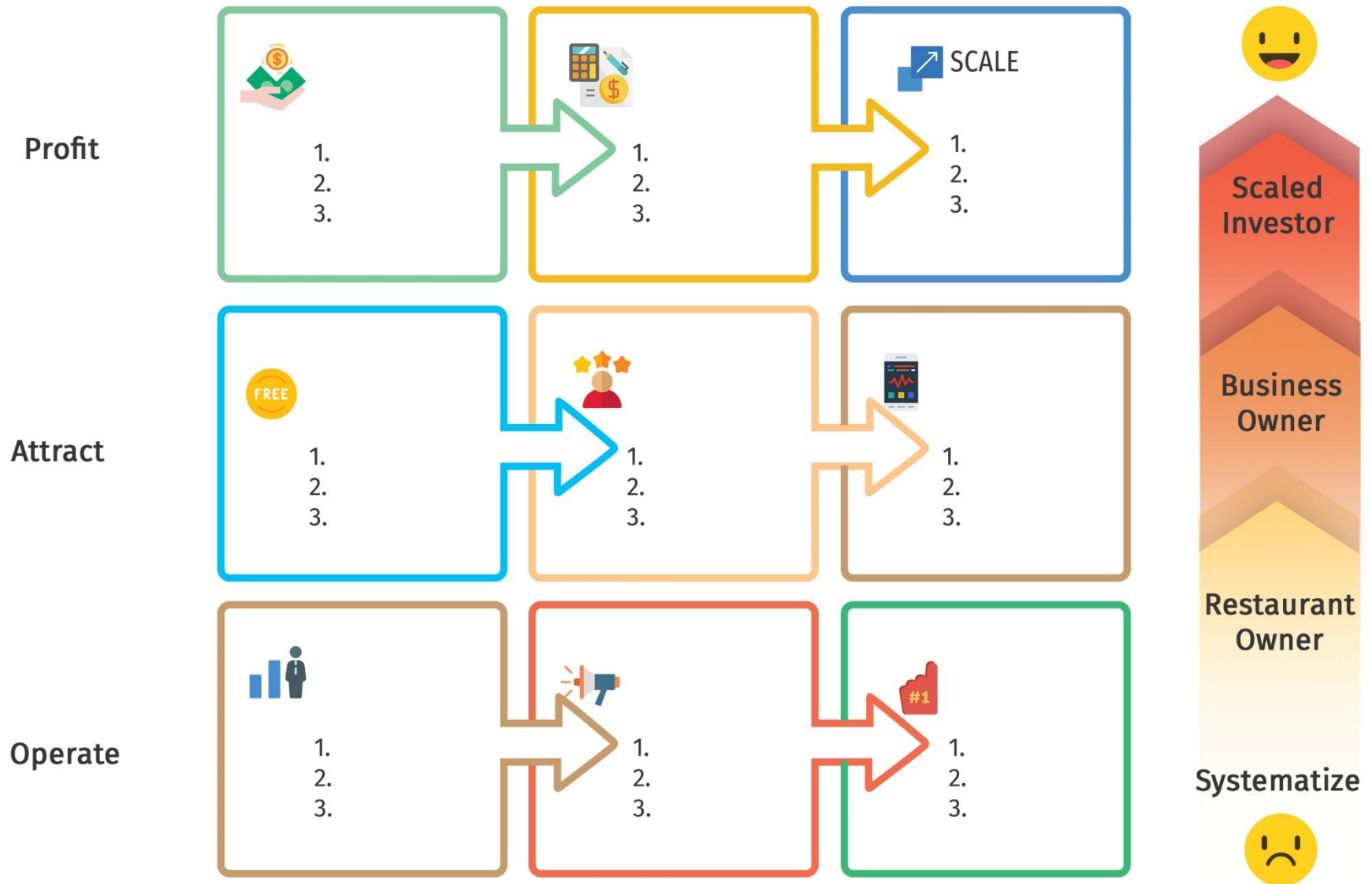
# RESTAURANT OWNERS JOURNEY

You have a dream to SCALE your restaurant business and no matter where you are on that journey, it never seems to go fast enough. Something has you stuck or is slowing you down. The following Pyramid represents the journey you will take to get from where you are now to where you want to be in the future.



Notes:

# RESTAURANT MASTERY MATRIX



To fill in the blanks on your matrix from the previous page, check your email for the Wait List special offers and discounts coming in 2020.