Press The Restart Button On Your Business

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FRANCISCO CHRISTIAN
MANAGING PARTNER
TAYLORED HOSPITALITY
SOLUTIONS

ROY PORTER
ACTIVITIES DIRECTOR
ENGAGE WORKS

GETTING READY TO GET BACK TO WORK

CHALLENGES AND OPPORTUNITIES

- Revenue will return but how fast
- Sales and culinary may be easier to rehire
- Operations and production staff could be harder to find
- Efficiency will lead to profitability

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Failing to prepare is preparing to fail.

John Wooden

"Culture eats your plans for breakfast."

- Process
- System
- People
- Post Corona Virus

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HARVARD BUSINESS REVIEW

What is your strategy during the crisis, right after the crisis and for the new normal?

	During the crisis	Right after the crisis	New normal
Position (where to go)			
Plan (what to do)			
Perspective (what we see)			
Projects (what to prioritize)			
Preparedness (how to get ready)			

https://hbr.org/2020/04/preparing-your-business-for-a-post-pandemic-world

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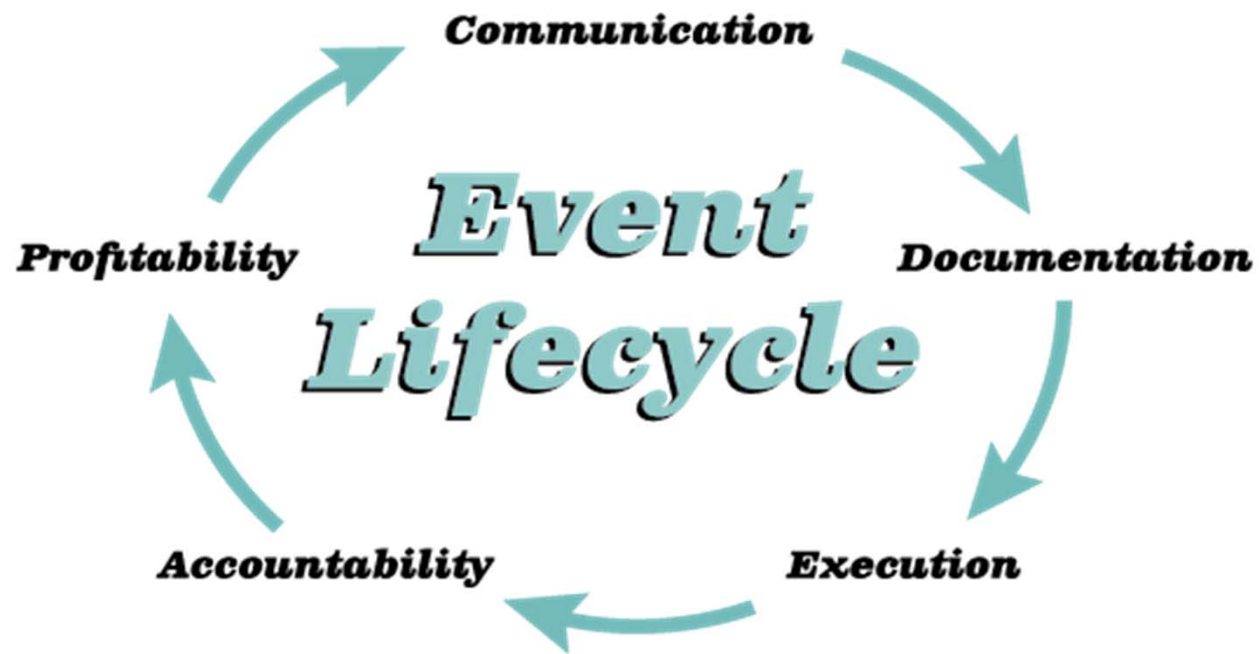
UNDERSTANDING YOUR BUSINESS PROCESS

- How does information get from sales to operations for execution of the event?
- During the busy season, does your process flawlessly flow on each event?
- When the process breaks down, do you take the time to fix the process or put it on "the list" for another time?
- Now is the time to walk through the event production steps

Sales
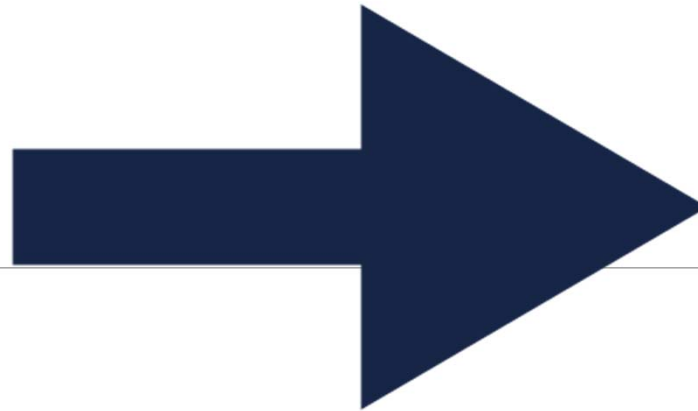
Operations

EXAMPLE:
HAND OFF FROM SALES TO OPERATIONS FOR EXECUTION

WALK IN PRODUCTION'S SHOES

Operating a Picnic File Checklist

1. Receive file after it goes to contract.
2. Put file in date order
3. Call the client and introduce yourself
4. Compare Permit with the events equipment and the number of people, do any necessary revisions
5. Go thru the file and look for vendors
6. Highlight vendors in proposal in pink
7. SAF Vendors
8. Print 2 copies of SAF, 1 for the file, 1for the SAF book
9. Fax Sr. SAF to vendor
10. Note SAF information on call sheet
11. Fill out profile sheet
12. Fill out Activity Schedule
13. Log when SAF received on call sheet.
14. Enter any additional equipment to synergy (catering)
15. Email sales to do Sales Walk Through
16. Do Sales Walk Through (at least10 days before) and set-up map
17. Give copy of set up map to HR
18. Call Client & do the Client Walk Through (at least 7 days before)
19. Make changes to the file and email the appropriate departments.
20. Call the client 5 days before the event to get the final numbers, if they have not returned the fax back form.
21. Change the headcount in synergy, and note in the file, and in synergy.
22. Hang Kitchen and Beverage Sheets
23. Check that all SAF's have been received, call to confirm with vendors if not.
24. Do the event and catering boards, take to warehouse.
25. Print all emails pertaining to the event print them and place in the file.
26. Put the file in the done bin.

DOCUMENTS NEEDED:

SEO (Special Event Order) "AKA" BEO
CSA (Catering Services Agreement) "AKA" Contract Addendums to CSA
Change Orders
Addendum(s)
Event Time Schedule "AKA Run Of Show
Layout Drawings: Event Space
Station Activity: Specifications, Photos, Drawings
Walk thru Photos, Sketches
Table Setting Checklist & Cover Photo - Drawing
Walk thru Checklist
Rental Quotes - Orders; Equipment, Linens, Creative Partners, AV, Lighting, Bar
Event Staff List - Rooster Time Sheet
Event One Sheet
Other Important Notes…
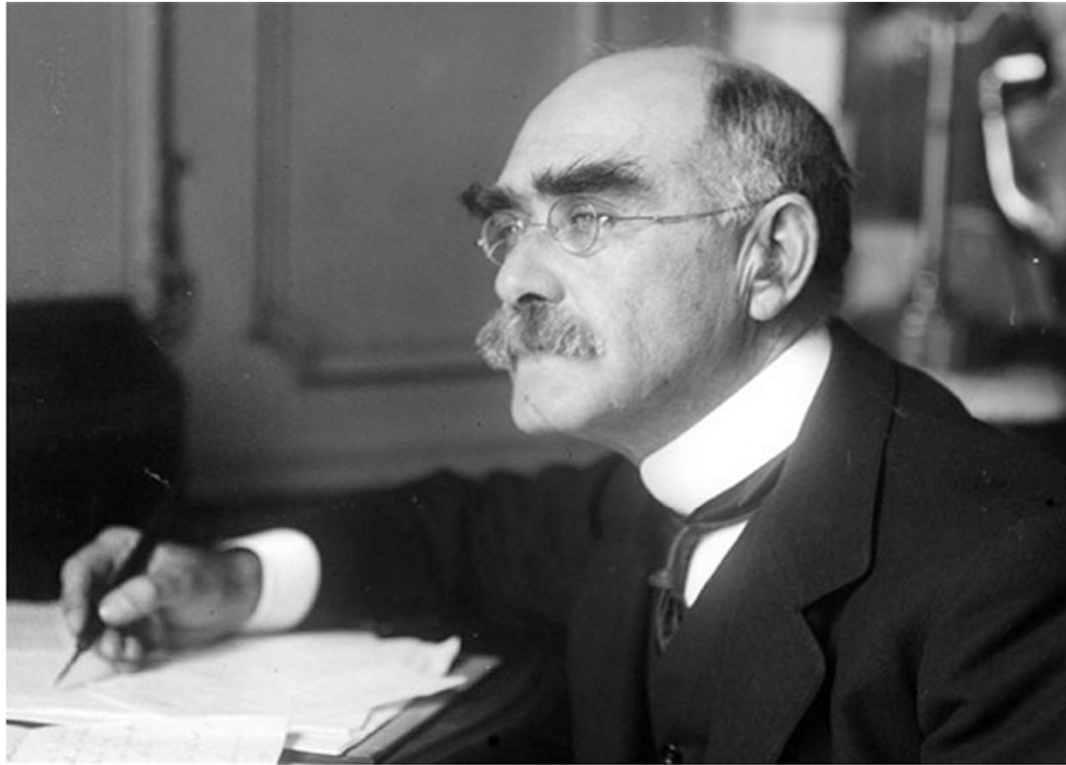
Kipling: Six honest men...

Who, What, Why, When, Where & How...

DOES YOUR SYSTEM ALLOW FOR FLEXIBILITY?

- Are you giving ops a fighting chance?
- Does information flow through email, text messaging or software?
- Is there accountability on how the information flows and confirmation it was received?

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WHAT SYSTEMS ARE NEEDED

Hard Systems: Computers, shelving, work space, HVAC, lighting…

Soft Systems: People, Training, SOP's…

Information Systems: Software, Cash flow reports, AR, AP, Lead Generation…

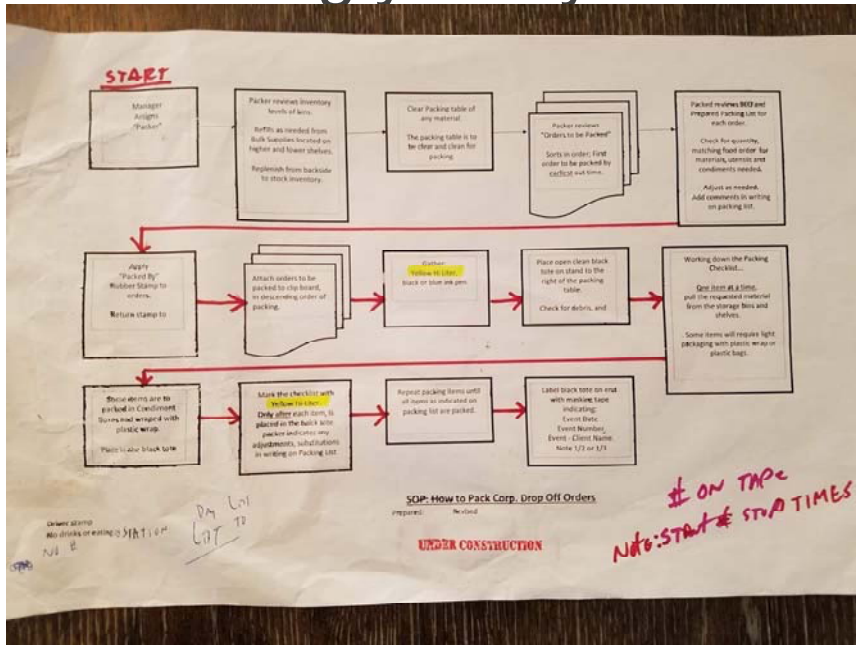**Why?**
Consistency
Efficiency (Lean)
Auto Pilot
Training for new staff
Less person dependent
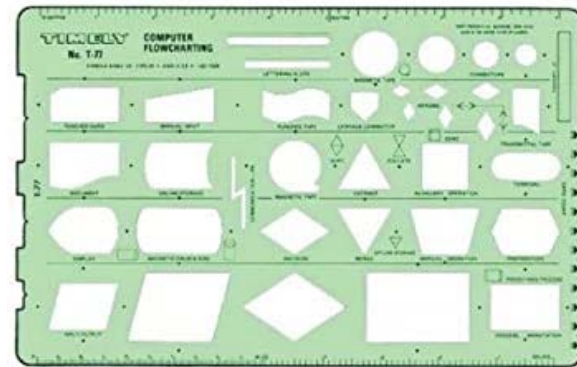Delegate work
How you scale up quickly

Understanding your systems…
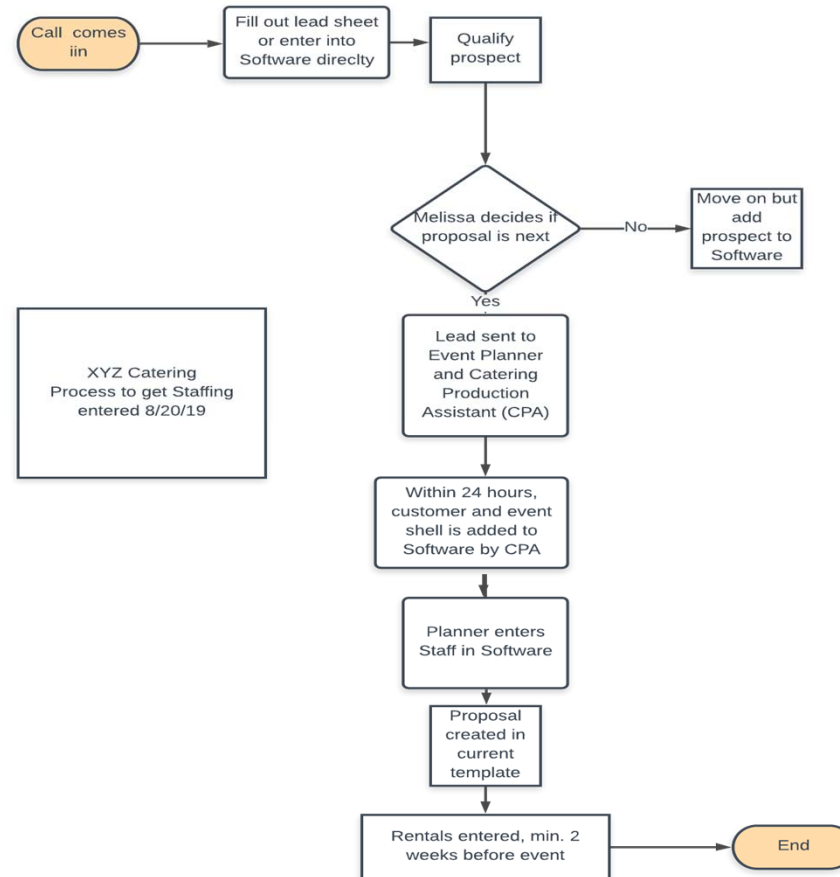

Excel + 11" x 17" Paper

24" wide butcher paper

Flow Chart Drawing Template

Map it out for all to see, understand and comment on!

ADDING ACCOUNTABILITY

```
┌──────────┐      ┌──────────────────┐      ┌──────────┐
│ Call comes│────▶│ Fill out lead sheet│────▶│ Qualify  │
│    iin    │      │  or enter into    │      │ prospect │
└──────────┘      │ Software direclty  │      └──────────┘
                  └──────────────────┘             │
                                                    ▼
                                          ◇──────────────◇      ┌──────────────┐
                                         ╱ Melissa decides if╲──No──▶│ Move on but  │
                                         ╲ proposal is next  ╱      │ add prospect │
                                          ◇──────────────◇          │ to Software  │
                                                  │                 └──────────────┘
                                                 Yes
                                                  ▼
┌──────────────────────┐          ┌──────────────────────┐
│   XYZ Catering        │          │    Lead sent to       │
│ Process to get Staffing│          │   Event Planner       │
│   entered 8/20/19     │          │  and Catering         │
│                       │          │   Production          │
└──────────────────────┘          │  Assistant (CPA)      │
                                   └──────────────────────┘
                                              │
                                              ▼
                                   ┌──────────────────────┐
                                   │  Within 24 hours,     │
                                   │ customer and event    │
                                   │ shell is added to     │
                                   │  Software by CPA      │
                                   └──────────────────────┘
                                              │
                                              ▼
                                   ┌──────────────────────┐
                                   │  Planner enters       │
                                   │  Staff in Software    │
                                   └──────────────────────┘
                                              │
                                              ▼
                                   ┌──────────────────────┐
                                   │     Proposal          │
                                   │   created in          │
                                   │    current            │
                                   │   template            │
                                   └──────────────────────┘
                                              │
                                              ▼
                         ┌──────────────────────┐      ┌──────┐
                         │ Rentals entered, min. 2│────▶│ End  │
                         │  weeks before event   │      └──────┘
                         └──────────────────────┘
```

THE PEOPLE DILEMMA

- Understanding your process will help you create systems to train staff quickly
- Operation/production staff hiring will usually ramp up closer to events, so limited time to train
- Your systems should allow for repeatable, trainable steps
- Sales sells for profitability and production must be trained to maintain the pennies and nickels

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Murphy's Equation by Joel Pel ©2007 HowStuffWorks

$$P_M = -K_M \left(e^{-\frac{I*C*U+F}{F_M}} - 1\right)$$

If it can go wrong, it will.

Ask: Process or The Person?
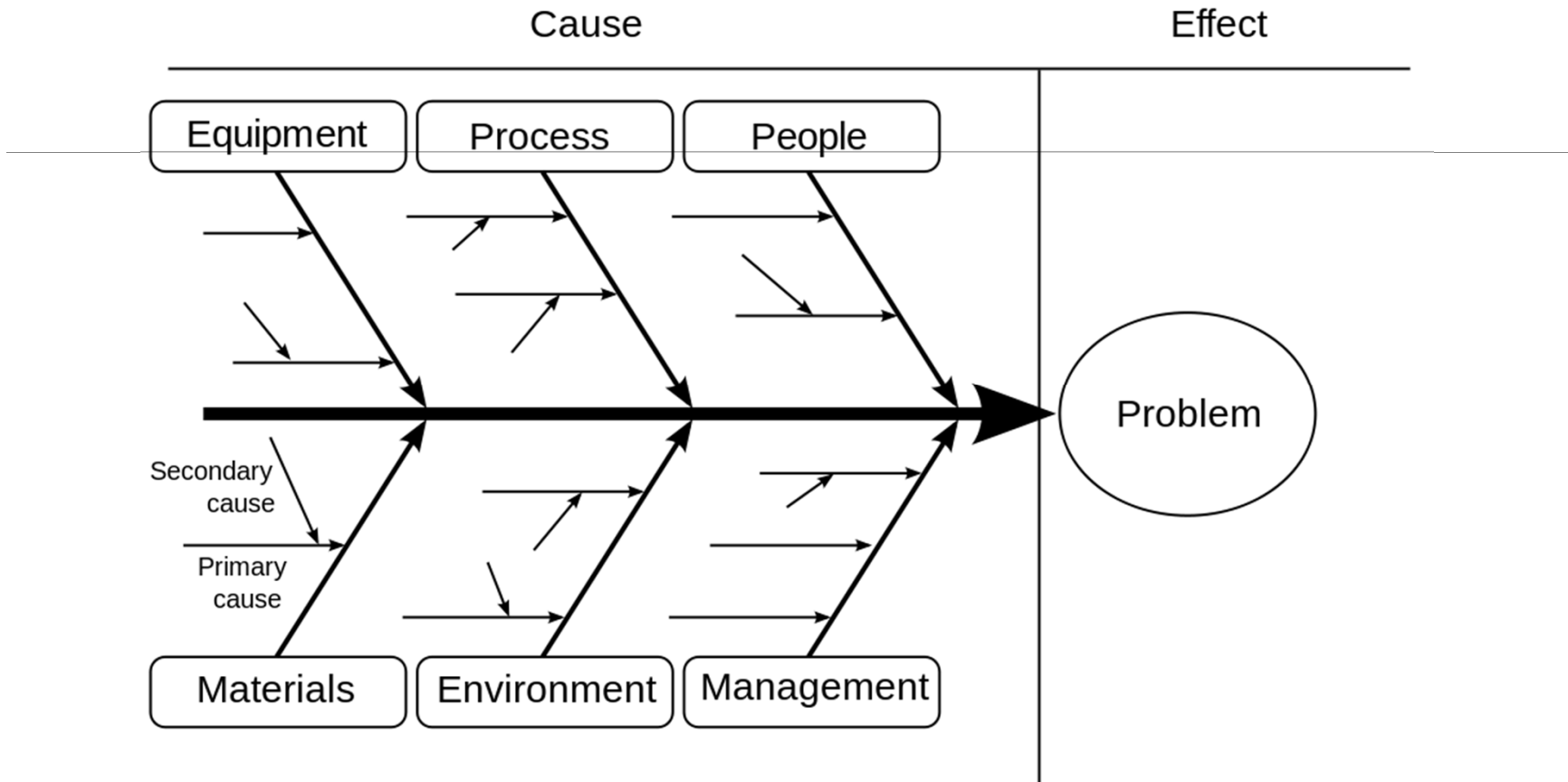
People: That don't know.

Coach & teach... If they care!

People: That don't care.

Show them the door!

Two Types of People

Problem Solving Technique: Fish Bone Chart

OPERATIONS IN A POST CORONA VIRUS WORLD

- How will we protect our staff?
- What is your current health situation?
- What will event planners require?
- What will venues and clients require?
- What safeguards are you having to communicate with clients and staff?

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CONTACT INFORMATION

FRANCISCO CHRISTIAN
TAYLORED HOSPITALITY
SOLUTIONS
f.christian@tayloredhs.com

619-520-5025

ROY PORTER
ENGAGE WORKS
tablewizard1@gmail.com
562-595-2801

QUESTIONS?

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