2095 How I See It PreOpening

Product Fieldbook · https://kb.jeffreysummers.com/docs/2095-how-i-see-it-preopening-2/

The Demand

Compare your own pre-opening build against both operators in this section — the mediocre one who worked a to-do list toward a date, and the ideal one who built the business before building the restaurant. Name honestly which one you have been this time. If you recognize the mediocre operator's pattern in your own timeline, pick the single biggest gap — organizational chart, handbook, mock service, hiring buffer — and close it before it becomes a first impression a Guest remembers.

The Work

By month four, did you have a complete organizational chart, written job descriptions, defined pay scales, and management hiring underway — yes or no:

By month three, did you have a finished employee handbook, development materials, prep lists with par levels, and a master development schedule — yes or no:

Have you run a full mock service, in uniform, before your first paying Guest — yes or no:

Are your construction timeline and operational timeline on the same chart, so a slip in one shows its impact on the other immediately — yes or no:

The specific gap where you most resemble the mediocre operator rather than the ideal one:

What a Guest in your first two weeks will experience if that gap stays open:

The one thing you will close this week before it becomes a durable first impression: