2385 The Three Communication Tools

Product Book · https://kb.jeffreysummers.com/docs/2385-the-three-communication-tools/

Brand communication doesn't happen in one conversation. It happens in three.

The shift meeting reaches the team — it sets the collective standard, reinforces the culture, aligns everyone before service begins. The single most powerful communication tool in your restaurant isn't email. It isn't a group chat. It's the shift meeting. Ten minutes, every shift, used with intention. That's the most cost-effective marketing investment you make all day.

The one-on-one reaches the individual — it's where personal growth happens, where the connection between a cast member's development and the brand's success becomes real and personal.

The manager on the floor reaches the moment — it's real-time coaching, live feedback, the immediate correction or recognition that shapes behavior in the context where it actually happens. A manager on the floor isn't there to supervise. They're there to act — at the point of experience, in the moment it matters, before the Guest has to say a word.

All three have to exist. All three have to be used with intention.