3150 You Cant Teach Someone to Cook Online

People Book · https://kb.jeffreysummers.com/docs/3150-you-cant-teach-someone-to-cook-online/

Le Cordon Bleu is teaching people to cook online.

Think about that for a moment. One of the most recognized culinary credentials in the world — a school built on the premise that cooking is a craft learned through repetition, technique, and hands-on instruction — is now offering programs that deliver that craft through a screen.

You can teach the theory of flavor online. You can explain the Maillard reaction, the principles of emulsification, the science of heat transfer. You can watch someone else caramelize an onion until it's perfect.

You cannot learn to caramelize an onion online. The knife skill, the heat control, the sense memory of the right color and the right smell at the right moment — those require a pan, a burner, a failure, and another attempt. Repeat until it's muscle memory. There is no shortcut. There is no simulation that produces a cook.

The same principle applies to hospitality — and most hospitality education is making the same mistake Le Cordon Bleu is making with cooking.

The Classroom Isn't the Floor

You can teach nonverbal communication in a classroom. Body language, proxemics, micro-expressions, the signals a Guest sends before they've said a word — these are real, teachable frameworks. You can teach conflict recovery, cultural nuance, the psychology of what makes a Guest feel safe. You can teach the theory of relationship-building and the framework for turning a first visit into a habit.

What you cannot teach in a classroom is the application of any of it under real conditions.

The read of the room when a table of six is running late, the kitchen is behind, and two Guests have already asked about their food — that's not a skill a student develops from a textbook. The instinct that tells a cast member a Guest needs something before they signal it — that comes from

thousands of reps on a real floor with real Guests under real pressure. No lecture produces it. No case study produces it. No online module produces it.

The hospitality school that delivers its curriculum in a classroom and sends graduates to the floor is doing the equivalent of teaching knife skills in a lecture hall and then handing students a professional kitchen. The credential certifies the classroom hours. It doesn't certify the competence.

And the graduate who shows up with a hospitality degree and no real reps is behind the cast member who has spent two years working a dining room — regardless of who has the paper.

The Working Restaurant Model

Every serious culinary school has a working restaurant. Not a simulation. A real restaurant, open to real Guests, where students cook real food under real service conditions. The classroom teaches the framework. The restaurant produces the cook.

Hospitality schools need the same model — and the ones that don't have it are producing graduates who know the language of hospitality but haven't earned the competence.

The working restaurant is where the framework meets the floor. Where the Guest who is difficult becomes the lesson. Where the service that falls apart becomes the recovery that gets taught. Where the cast member who freezes under pressure learns — in real time, with real consequence — how to not freeze next time.

This is why development happens in the environment, not about it. You can describe presence. You can explain the read of the room. You can teach the theory of [A Day In Their Life] and why every Guest interaction either adds or subtracts.

But the cast member who truly understands it — who carries it into every shift without being reminded — learned it on a floor. Under a leader who modeled it. In an environment where it was the standard, not the exception.

Training is Road 1. Here's the framework. Here are the standards. Here's what good looks like on paper.

Development is Road 2. Here's the environment where you learn to use it. Here's the leader who models it. Here's the floor where you earn the competence the classroom described.

You can teach someone what a great Guest experience looks like. You cannot teach them to deliver one without the reps.

The credential doesn't cook the food. The cook cooks the food.