



## Restaurant Performance Scorecard

Most restaurant owners are working too hard, making too little money, and carrying too much stress.

They feel Overwhelmed and Behind. The reason for this is you don't know what to do or where to start.

The answer is simple – We Start at the Beginning...

I created the **Restaurant Performance Scorecard** to help you assess your performance and identify your strengths and hidden weaknesses that are preventing you from building the restaurant and life you truly want.

This process is simple.

Print this document and fill it out - Rate each statement on a scale of **1 – 5**

**1 = Bad / Danger Zone / You Need Help - Fast**

**2 = Average / Average Restaurant Owner / Need to Get Focused**

**3 = Good / Professional Restaurant Owner / Top 20% of all restaurants**

**4 = Great / Excellent Business Operator / Top 5% of all restaurants**

**5 = Elite / World Class Restaurateur / Top 1% of all restaurants**

Be brutally honest, you need the truth. The goal is not to feel good.

The goal of **Restaurant Performance Scorecard** is to identify opportunities for improvement.

This assessment, will allow you to score yourself and see how you stack up to other restaurant operators. Don't worry about what your score is today, this is simply your starting point. Focus on improvement – The Game is to become by 1% every day... when you do that – your score will improve and so will your restaurant and your life.

After you complete the assessment, I will give you a powerful tool to help you improve your performance and Build a Better Restaurant.

This is the First Step – in your transformation... Let's Get Started!



## Restaurant Performance Scorecard

### FUNDAMENTAL #1 — SET A NOBLE GOAL

**Do you know what you are building?** Rate each question 1–5

\_\_\_\_\_ I have a clear, written long-term vision and mission for the restaurant posted on a wall.

\_\_\_\_\_ I have set clear brand goals and financial goals, and shared them with the team.

\_\_\_\_\_ Managers and employees are aligned on the values, purpose and goals of the mission.

\_\_\_\_\_ The mission aligns with and supports the community we serve.

\_\_\_\_\_ I am building something meaningful for the long term, not simply surviving.

**Section Score:** \_\_\_\_\_ / 25

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### FUNDAMENTAL #2 — OWNER MINDSET

**Are you thinking like an owner?** Rate each question 1–5

\_\_\_\_\_ I take full responsibility for everything that happens, I am self-reliant.

\_\_\_\_\_ I work to solve problems, I do not blame other people or circumstances.

\_\_\_\_\_ I have a “positive attitude” and remain calm/stable under pressure.

\_\_\_\_\_ I make decisions based on the long term goals of the organization.

\_\_\_\_\_ I am constantly improving my leadership skills.

**Section Score:** \_\_\_\_\_ / 25



## Restaurant Performance Scorecard

### FUNDAMENTAL # 3 — BUILD A WINNING TEAM

**Better people build better restaurants.** Rate each question 1–5

\_\_\_\_\_ I consistently attract high-quality employees.

\_\_\_\_\_ I have Full Staff with all the RIGHT PEOPLE in the right positions.

\_\_\_\_\_ Employee turnover is under control – 80% of my employees stay for 2 years +

\_\_\_\_\_ I hold the managers accountable for performance / Managers hold their people accountable.

\_\_\_\_\_ Team members conform to the system and work together to achieve their goal

**Section Score:** \_\_\_\_\_ / 25

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### FUNDAMENTAL # 4 — CUSTOMER CENTERED BRAND

**Why should customers choose you?** Rate each question 1–5

\_\_\_\_\_ My restaurant has a clear competitive advantage.

\_\_\_\_\_ Our primary aim is to delight the customer.

\_\_\_\_\_ We consistently deliver the customer promise = Great service, food and beverage – on time.

\_\_\_\_\_ Online reviews reflect a positive customer experience and strong connection to the brand

\_\_\_\_\_ We make decisions based on the needs of the customer – not just ourselves.

**Section Score:** \_\_\_\_\_ / 25



## Restaurant Performance Scorecard

### FUNDAMENTAL # 5 — MARKETING & SALES

**Revenue solves many problems.** Rate each question 1–5

- \_\_\_\_\_ Sales grow by 10% or more year over year.
- \_\_\_\_\_ I raise prices strategically and confidently.
- \_\_\_\_\_ We actively work to increase average check size.
- \_\_\_\_\_ We have systems to create customers advocates who return and bring their friends.
- \_\_\_\_\_ We have a marketing system that consistently attracts new customers.

**Section Score:** \_\_\_\_\_ / 25

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### FUNDAMENTAL # 6 — MANAGE THE MONEY

**Profit is the scorecard.** Rate each question 1–5

- \_\_\_\_\_ I review financial reports every week – I know the numbers.
- \_\_\_\_\_ Food and bar costs are measured each week and they meet the budget.
- \_\_\_\_\_ Labor costs are measured each week and they meet the budget.
- \_\_\_\_\_ Other costs are measured monthly and they meet the budget
- \_\_\_\_\_ We earn a 15% profit each month = 5 Elite  
We earn a 10% profit each month = 4 Great  
The owner gets paid on time each month = 3 Good  
We break even each month – owner gets paid occasionally = 2 Average  
We lose money every year = owner still putting money into the business = 1 Bad

**Section Score:** \_\_\_\_\_ / 25



## Restaurant Performance Scorecard

### FUNDAMENTAL # 7 — SYSTEMS DEPENDENT BUSINESS

**Can the restaurant run without you?** Rate each question 1–5

- \_\_\_\_\_ We have recipes cards with pictures for every menu item.
- \_\_\_\_\_ Every position has an up to date checklist with clear expectations.
- \_\_\_\_\_ Systems and procedures are clearly documented.
- \_\_\_\_\_ Managers accept responsibility and solve problems without my involvement.
- \_\_\_\_\_ I can take a month off right now – and the restaurant will still grow without me.

**Section Score:** \_\_\_\_\_ / 25

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### FUNDAMENTAL # 8 — IMPROVE • INNOVATE • ADAPT

**Are you getting better every month?** Rate each question 1–5

- \_\_\_\_\_ Managers constantly ask – How do we do this better and use that info to improve operations.
- \_\_\_\_\_ Managers actively study and research new ideas and trends – to keep moving forward.
- \_\_\_\_\_ Managers focus on SIGNAL (important matters) vs NOISE (drama and distractions).
- \_\_\_\_\_ Managers complete important projects on time – Keep building and moving forward.
- \_\_\_\_\_ We pivot and adapt to changing conditions without delay

**Section Score:** \_\_\_\_\_ / 25



## Restaurant Performance Scorecard

### FUNDAMENTAL # 9 — THE OWNER’S LIFE

**Is the business helping you build a better life?** Rate each question 1–5

\_\_\_\_\_ I am physically healthy, I have energy and I enjoy my life.

\_\_\_\_\_ My family and friend relationships are strong.

\_\_\_\_\_ I am building the business and life I truly want.

\_\_\_\_\_ I am grooming \_\_\_\_\_ to take over the company after me.  
You must be able to name the person or persons who will be your successors  
If you can't name this person or don't have this person on the team – you get a 1.

\_\_\_\_\_ I am saving \$ \_\_\_\_\_ each month for my 75 year old self to retire comfortably.

**Section Score:** \_\_\_\_\_ / 25

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### FINAL SCORE

Section 1 \_\_\_\_\_

Section 2 \_\_\_\_\_

Section 3 \_\_\_\_\_

Section 4 \_\_\_\_\_

Section 5 \_\_\_\_\_

Section 6 \_\_\_\_\_

Section 7 \_\_\_\_\_

Section 8 \_\_\_\_\_

Section 9 \_\_\_\_\_

**TOTAL SCORE** \_\_\_\_\_ / 225

## RESULTS



**220 – 225** → ELITE / TOP 1% - World Class Restaurateur

**180 – 220** → GREAT / TOP 5% - Excellent Business Operator - Room to Improve

**135 – 179** → GOOD / TOP 20% - Professional Restaurant Owner - Opportunity for Growth

**91 – 134** → AVERAGE / Ok - Business Is Underperforming – Need Focus

**Below 90** → BAD / DANGER ZONE – You Need Help – Fast!

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## TURN THIS INFORMATION INTO GOLD

You just answered 45 Important questions about your business and your life.  
Look at your lowest scores – these are your biggest weaknesses.

Write your 10 lowest scores / biggest opportunities for improvement here.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Now select your TOP 3 opportunities for improvement – write them below.

- 1.
- 2.
- 3.

These are the Vital Three Things that need to be improved

Read Them carefully... Study them... Sleep on them.

## **NOW FOR THE FUN PART:**

Select **THE MOST IMPORTANT THING** from the Vital Three.

**This is THE ONE THING – THE MOST IMPORTANT THING YOU HAVE TO DO**

Write The Most Important Thing in the space below:

**Work on THE MOST IMPORTANT THING until it is complete...**

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Remember this...

One Thing Done Well Equals Money.

Three Things half done = No Money.

Now that you have completed this assessment – you have three choices.

1. Do Nothing
2. Implement The Changes on your own
3. Review this with The Food Guru – Take it to The Next level

If you have completed this assessment and scored yourself, it is obvious that you are serious about Building a Better Restaurant... I would love to help you take your business to the next level.

**“When running a restaurant feels impossible...**

**I will help you achieve your impossible goal.”**

I look forward to hearing from you soon

**Peter Harman**

**The Food Guru**

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