

TAVERN ON THE POINT

DAY ONE – CULTURE

TAVERN on the POINT CULTURE: “We are all family!” That includes everybody from Employees, Vendors, and Customers!

1 Guiding Principles

How do we bring the TAVERN on the POINT Experience to as many people as possible? We hit our budgets and we live by our guiding principles! The Guiding Principles talk about how work together, how we relate to each other, to our guests, to our suppliers, and to our community. These principles are the core of everything we do; they drive our decision-making, they help us with our planning, and they guide us in our daily work.

a. Great Food!

- i. We are a food driven business, first and foremost.
 1. Our food always looks neat, fresh, appealing, eye-catching. We work to present them to our guests simply and effectively. We serve our food in abundance, because we believe that “you eat with your Eyes.” This demonstrates both our commitment to the food, and to convey that at TAVERN on the POINT our food comes first!
- ii. Flavor and quality in our food comes first.
 1. We choose our products on the basis of flavor. Eating and appreciating good food makes life more enjoyable. We don’t skimp on quality, and we feel that we are charging a fair price. We sell food that looks and tastes great

b. Exceptional Guest Service!

- i. Making People Feel Great - Great guest service isn’t just doing what you’re supposed to and expected to, it is to provide GENUINE HOSPITALITY. Good Service just makes you feel good. HOSPITALITY is a team effort and will leave the guests feeling GREAT! The gesture must be detailed and genuine.
 1. We try to foster genuine human connections with our guests, through our employees first. It’s not about trying to find the next great piece of technology or the most stunning light fixture; it’s about empowering employees so they can provide the best customer service possible.
 2. Our team is our heartbeat. They are trained, motivated, centered.....all of this: means they are laser focused on the guests experience.
 3. We utilize Technology to magnify the emotional connection with our guests.
- iii. TEAM-CENTRIC CULTURE & Hospitality & the Six Emotional skills to make it happen
 1. Being kind and optimistic, or having hope;
 - a. We want to work with people we like, and work with people who bring a sense of hope to their work. The positivity coming from kind and optimistic employees is an important part of a great work environment. Skeptical employees don’t help a company thrive.
 2. having an intellectual curiosity;
 - a. The intellectually curious are “constantly looking at every day as an opportunity to learn something they didn’t know before.” If your employees think they know it all, that leaves little room for improvement and growth.
 3. a strong work ethic;
 - a. “We can all teach anybody how to do the technical parts of their job, but we cannot teach anybody how to care about doing that job as well as it can possibly

be done.” Having employees that are not only skilled but also eager to put time and effort into what they do can make all the difference.

4. having empathy;
 - a. An empathetic employee cares how he or she makes others feel. Whether with a customer or with fellow employee, being able to resonate and connect with others is a powerful skill.
5. having self-awareness;
 - a. self-awareness as a sort of personal weather report. Every individual has a different report each day; one day it's 70 degrees with clear blue skies and the next could be 30 degrees and stormy. Employees who are self aware may be having a stormy day but they're able to put it behind them when they're at work and don't take it out on their coworkers or your customers.
6. and most importantly, having integrity.
 - a. integrity is “the emotional skill of having the judgment to do the right thing, even when no one is looking, and even when it's not in your self-interest.” An employee with high integrity is someone an employer can trust and rely upon.

iv. **Turning over Rocks, Collecting Dots & Connecting Dots**

1. **ABCD!**

c. **Clean and Maintained Facility**

i. **Scrubbing the Sidewalks!**

1. Italian Immigrants came to America at the turn of the 20th century for a better life. Families from all over Italy settled in an area that is now known as: “The Near West Side” (The Lake Street business district), “The Near North Side” (Clark Street corridor) they were poor, but what they had they took pride in. I have heard stories of women scrubbing the sidewalks in front of their homes.
2. Management/Staff Familiarity - The price you pay for not taking care of hygiene and cleanliness in your hospitality facility is very expensive. To avoid such an “accidents” and to show your guests clear signs that your facility is really clean and tidy, it would be wise to make certain preventive actions.
 - a. Sometimes a person working within an environment for many hours a week may become blind with familiarity, meaning that they won't see the dirt/problem. Guests may not be able to know the details, but they can feel it. It effects the mood.
 - b. There is a lot of truth to the old adage that “you need to leave the forest to see the trees.” We should all put ourselves in the place of the guest and observe.
 - c. Employees should look clean, wear hairnets, gloves, follow all sanitation procedures.
 - d. Clean perimeter, clean inside! Super clean bathrooms.

d. **Solid Profits!**

- i. Even though we have fun at work, it is still a business that must be profitable. We want to give our staff the tools to make intelligent, cost efficient decisions. Remember: all the little things add up!

e. **A Great Place to Work!**

- i. We believe if your having fun, it is not a job! It is your passion!
- ii. If our staff is having fun, then so are the guests. Fun, exciting energy is contagious!

f. **Strong Relationships!**

- i. With our Staff!
 1. We want to give you a purpose, something more than just a paycheck
- ii. With our Neighbors
- iii. With our guests
- iv. With our Vendors

g. **A Place to Learn!**

- i. We are committed to educating out staff with infoamtion that can halep them improve their job skill set as well as provide for personal growth. We are in this together!

h An Active Part of our Community!

- i. We are committed to supporting organizations which offer services that enrich and benefit our local community. From product and gift card donations to employee volunteer time, we believe it is important to be a good neighbor.