



Latest Episode



ANNE VS APRIL: WEEKLY POV

Full-Service a thing of the past? How many restaurants are moving toward a quick-service model.

Anne: If it is the difference between being open and being closed, then I say you do what you have to do. But know, this definitely puts you in a different classification of restaurant consideration. If you are starting to feel more like fast casual versus sit-down, your customers will start to treat you like it. Which means, they will expect menu items to be priced accordingly, tip less and service to be quicker. However, they still expect the quality to be the same. I saw many restaurants shift to this format and are now shifting back for these reasons. Just consider the long-term health of your business as well.

April: My biggest thing here is that if you need to make a pivot, you need to be overt and clear about it. Where I see the breakdown happen is you try to go to a place you typically love, only to find out the menu is a fraction of what it used to be, or the portions are significantly smaller, or you now order from the counter instead of your seat, etc. Take a step back to assess what is most critical to the satisfaction of your customers and then make a game plan from there. And then put it out there - on social, in your marketing, etc. to explain the change so people are not surprised when they visit you again.



PHOTO: Gordon Food Service

BUILDING SAVVIER MARKETERS

TIP OF THE WEEK

Vulnerability in the workplace can be a touchy subject, but there is definitely a role for it. And that role is directly tied to each person's Personal Brand, the brand of the organization, and how the people in the organization interact with each other. As a leader, showing vulnerability can make you seem more human, which gives permission for your people to do so as well. When we can see each other as human, we can build empathy. And empathy is the core of top-performing teams and cultures. For more on this,



ABOUT US

Thank you for welcoming us into your inbox! Our desire is to bring value to your week with quick reads, inspiring insight and tips to add to your toolbox.

We are an unlikely pair, but that is what makes us the best choice for you. With over 40+ years of combined experience from both the Marketing and Branding tracks, we have seen just about every situation business can throw at you...

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check our Marketing Smarts episode:

**4 Ways to Appropriately Show
Vulnerability in the Workplace.**

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