

The Simple Truth

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What is your Simple Truth?

Our Guest Hurdles

Is it hard to find parking?

Is our menu too big?

Do we struggle with takeout accuracy?

Our Team Member Hurdles

Does everyone know what's expected of them?

Does our training program set new team members up for success?

Do we do a good job of coaching team members?

Our Secret Ingredient

What is the extra element that sets us apart?

Our "Bag Fries"

The unexpected little something that cements you in the heart of the guest?

Now that you know your simple truth, how will you change your communication strategy?

For Example: Checklists aren't a chore, they're how we make sure we deliver on our Simple Truth!

If you love this section and this simple way of thinking, check out [The Simple Truth About Your Business](#) by Alex Brennan-Martin.