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Restaurant action plan pdf

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 Author of *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*

Content Marketing Action Plan

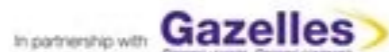
Content marketing is a marketing technique of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.

According to Content Marketing Institute research, successful content marketers first and foremost have a documented strategy. Unfortunately, most brands do not have any kind of documented content marketing strategy, which is why effectiveness is at about 40%.

To combat this, here are your next steps.

- The "Why?" Activity** – List all the channels that you distribute content in. Then, at the top, write Why? Then list why you are in each channel. Is the ultimate purpose for sales, savings or sunshine. If you don't know, that's okay for now, but be sure to outline the reason and notify your team.
- The Content Marketing Mission Statement** – this is the editorial mission for your content. It includes the who (your audience) and the why (what's the outcome for the audience? – this cannot be about you). The content niche should be something specific enough so that you actually have a chance to be the leading expert in the world in that particular niche.
- The Influencer List** – Where are our customers hanging out online when they are not on your site? Create a list, at least five to 10 resources, of where your audience is. Over a six-month period, begin to use the 4-1-1 method of sharing your content. The goal? To ultimately have those influencers start sharing your content.
- Subscription** – Part of your overall content marketing strategy should be to build an audience of passionate subscribers. Are you doing this now? If not, how can you implement a subscription program so that, at some point, you do not have to buy advertising if you don't want to.

For more information:
 ContentMarketingInstitute.com, *Epic Content Marketing* book
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EMPLOYEE TRAINING PLAN	
1. FACILITY INFORMATION	
BUSINESS NAME (Name or FACILITY NAME or DBA - Along Business Act)	FACILITY NO. FA00
ADDRESS	1234 5678
2. TRAINING FOR PERSONNEL	
<input type="checkbox"/> Not applicable because facility has no employees	
Personnel are trained in the following procedures:	
<input type="checkbox"/> Internal identification	
<input type="checkbox"/> Evacuation/entry procedures & assembly point locations	
<input type="checkbox"/> Emergency incident reporting	
<input type="checkbox"/> External emergency response organization notification	
<input type="checkbox"/> Location(s) and contents of Emergency Response/Contingency Plan	
<input type="checkbox"/> Facility evacuation drills, that are conducted at least (Specify: "Quarterly", etc.)	
3. TRAINING FOR CHEMICAL HANDLERS	
Chemical Handlers are additionally trained in the following:	
<input type="checkbox"/> Safe methods for handling and storage of hazardous materials	
<input type="checkbox"/> Location(s) and proper use of fire and spill control equipment	
<input type="checkbox"/> Spill procedure/emergency procedures	
<input type="checkbox"/> Proper use of personal protective equipment	
<input type="checkbox"/> Specific hazard(s) of each chemical to which they may be exposed, including routes of exposure (i.e., inhalation, ingestion, absorption)	
<input type="checkbox"/> Hazardous Waste Handlers/Managers are trained in all aspects of hazardous waste management specific to their job duties (e.g., container accumulation time requirements, labeling requirements, storage area inspection requirements, manifest coding requirements, etc.)	
4. EMERGENCY RESPONSE TEAM	
Members are capable of and engaged in the following:	
<input type="checkbox"/> Complete this section only if team has been in formal emergency response training	
<input type="checkbox"/> Personnel rescue procedures	
<input type="checkbox"/> Shutdown of operations	
<input type="checkbox"/> Liaison with responding agencies	
<input type="checkbox"/> Use, maintenance, and replacement of emergency response equipment	
<input type="checkbox"/> Refresher training, which is provided at least annually	
<input type="checkbox"/> Emergency response drills, which are conducted at least (Specify: "Quarterly", etc.)	

Risk Assessment – Restaurant

Slips, Trips and Falls

What Are The Hazards	Who Might Be Harmed And How?	What Are You Already Doing?	What Further Action is Necessary?	Risk FxL	Action By Whom?	Action By When?	Completed
Example Hazards	This risk assessment should be carried out as a general overview of risk management of slips, trips and falls in your workplace. Use the Slips, Trips and Falls checklist and collate the information gathered onto this Risk Assessment, moving items across to 'What further action is necessary' where risks are not adequately controlled.						
Work Activities and Compensation Control	Employees and visitors Personal Injury	• Compensation is controlled using slips, trips and falls hierarchy controls.					
Design	Employees and visitors Personal Injury	• Carpets are fixed over entrances • Traffic mats are covered or protected • Top of step machinery is directed to safety's direction • Machinery and equipment are maintained • Vehicle maintenance • Step tops that when appropriate • Walkways are clear of obstructions					
Training	Employees and visitors Personal Injury	• Employees trained in principles of risk management and duties under RIDDOR • Employees engaged in safety training • First aiders provided for waste disposal • Use of fire extinguishers are controlled • All fire extinguishers are immediately isolated on discovery • Slip, trip and fall hazards are immediately reported to management					
Cleaning	Employees and visitors Personal Injury	• Suitable and timely cleaning regimes in place • Cleaning carried out at times of low customer traffic • Cleaning of food spillages and other messy spillages placed • Wet floor warning signs to be placed					
Lighting	Employees and visitors Personal Injury	• Suitable and sufficient lighting provided to work areas and public areas					

Restaurant Employee Fall Risk Assessment Form © 2002, Inc.

Project/Assignment	David A. Jones
Client/End User	Office Building, 1234 Main Street, New York, NY
Contract	Construction contract for the building's renovation
Contract start/finish date	1/1/2014 to 12/31/2014
Contract number/contract ID	1234567890
Contract description	Renovation of the building's interior

AGENCY NAME
 Sample Operations Plan

CONTRACTOR
 Subject: _____ Agency Number: _____
 Date: _____ Time: _____
 Service/Item: _____ Service: _____ Transport: _____

OBJECTIVE
 To ensure the successful completion of the project, the contractor shall be held liable for the safety and health of the contractor's employees, subcontractors, and the public, and the efficient, reliable, and safe performance of the project.

THE RESPONSIBILITY OF THE CONTRACTOR INCLUDES, BUT IS NOT LIMITED TO, THE FOLLOWING:

A. SAFETY
 _____ Building _____ Office Building _____ School _____ Vehicle
 _____ Apartment Complex _____ Commercial _____ Other: _____

B. CONDITIONS
 _____ Work _____ Block _____ Concrete _____ Steel Sheet Piling _____ Log
 _____ Cable _____ Single Level _____ Multi Level

C. EXISTING CONDITIONS

Ideally, you will focus on what success was achieved in the last week. Include a reasonable time frame to complete the assignment or goal. The manager and employee meet weekly. Your goal is to determine if the company is headed in the right direction. Be professional, consistent and fair. How to Create a Restaurant Action Plan that Works Here is a step-by-step guide for creating an effective restaurant action plan. With a well-designed plan and daily action, you can achieve virtually any goal you set out to accomplish. Know where you're going. Successful leaders and professionals understand a simple idea, "If you don't plan where you're going, you're likely to wind up anywhere." Be specific. Not only must your goal be specific, but you must also create a specific intention. The goal here is to pinpoint the resources that you use to carry out your day-to-day operations, to look at your monthly revenue patterns, to list any company challenges related to the customer experience and, most importantly, to look at your marketing methods and ways to improve the overall customer experience. That's when it makes sense to break larger tasks down into smaller, more manageable chunks. Put time lines on everything. Without specific time frames and deadlines, work will definitely expand to fill the time allotted, and some tasks may never get completed. Create a Visual Representation. Once you've created your action items and set a specific timeline, the next step is to create some type of visual representation of your plan. You might use a flowchart, a Gantt chart, a spreadsheet, or some other type of business tool to accomplish this. Schedule out your accomplishments. Have each person involved, grab their schedule or smartphone. The primary goal of the plan is to ensure you and any other stakeholders are on the same page and striving to reach the same goal. Creating a strategic plan requires a disciplined effort. As your company grows, you can set new goals to ensure the company keeps moving forward. Create a game plan on how to fix the issue. MORE FROM QUESTIONS ANSWERED.NET A weekly meeting is extremely important for all managers and stakeholders provide feedback. Also, create very specific tasks or steps that move toward the completion of that goal. Create measurable milestones. Once you have a clear picture of what to accomplish, then create specific goals. Keep reading to learn what a strategic plan is, why you need it and how you can strategically create one. What Is a Strategic Plan? When it comes to business and finance, strategic planning will help you allocate your resources, energy and assets. Creation of Mission Statement and Objectives The next step is to create a mission statement. Simply revise your plan and continue working to meet targets. When you are conducting a one-on-one with an employee or a meeting with the team, be positive, not negative. Your mission statement should cover why you started the company and what you intend to accomplish through the products and services that you offer. In addition to the mission statement, make sure to outline both short- and long-term objectives. The purpose of the meeting is to record the progress. Tell them what they are doing well. List the objectives according to their priority and designate certain managers or employees to be responsible for each one. The restaurant action plan is widely used to work on areas of opportunities using areas of strength. You can share the success of your strategic plan with potential investors as a way to tap into new capital funding. If this happens, do not get discouraged. Next, set targets to hit throughout the time span of the project or period, the next step is to create measurable milestones. Make a list. Create a list and accompanying timeline of specific action items or tasks to complete in order to hit those milestones. Break large tasks into smaller, more manageable chunks. Some tasks or milestones may seem more daunting to achieve than others. It starts with strategic planning. Then decide the cause of the issues and how to correct it. If things stopped progress, determine what the issues are. The next step is simple. Also, jot down the resources that will be used to achieve each objective. Measure Performance Now that you know what you're trying to achieve and who is responsible for each goal, it's time to deploy the plan and measure its progress. When implemented, a strategic plan will begin to move your operations in a more profitable direction. It can also give you a more objective perspective. Call (800) 753-0657 Local (717) 774-3698 for more information or email us at Other great forms: Restaurant Self Assessment, How to use the Restaurant Self Assessment, Restaurant Action Plan 5 Page Documents, 4.99 Your cart is empty, Visit The Shop, Page 1 Click on image to view larger Set up a Plan - Page 2 Click on image to view larger Additional Notes - Page 3 Click on image to view larger Page 4 - Setting up the Plan Click on image to view larger Goal Setting - Page 5 Click on image to view larger Looking for a way to take your company in a new and profitable direction? Record small steps each day that leads up to accomplish their goals. Work your plan and don't stop until it's complete. Once your plan is established, then share it with the team, managers, or individual employee. Then, assign to the focus areas for each action plan. When creating any restaurant action plan, always remember that the goals need to be sensible and attainable. The meeting is upbeat, positive and not negative. This ensures everyone is focused on the same goal. Take daily action and follow-up with each person involved to ensure that everyone is doing their part. Change the date if you must, but never give up on the goal. Occasionally, things happen that throw a wrench in your ability to complete tasks to achieve your goal. In addition, you can determine what is an area of opportunity, it is the focus of this action plan. When filling out the restaurant action plan, it might be a good idea to have other managers or employees involved in the process. Be Objective and Set Goals Sometimes getting another perspective on the situation can pinpoint the issues more accurately. It's that simple. These forms can be customized to fit your restaurant's needs. You can do this through a SWOT analysis, which is an analysis of the company's strengths, weaknesses, opportunities and threats. If not, you'll need to revise the strategic plan accordingly. Strategic Plans Are Ongoing Once your strategic plan helps you achieve several objectives, it's smart to regroup and set new objectives. Once you put the plan into action, it will influence the segment of customers that you target, how you serve those customers and the experience those customers have. The first step in creating a strategic plan is to carefully assess your existing infrastructure and operations. You may already have one, but it's important to note your mission at the top of the strategic plan document you create.

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