

Donald Burns

THE RESTAURANT COACH™

MANIFESTO

FOR OUTSTANDING RESTAURANTS

**The fight against mediocrity starts here.
It starts with you!**

1

TAKE ACTION

You've been stuck before (we all have). Being stuck just sucks. Tomorrow is a new day and that means new opportunity to do something different. Time for new action!

2

BE RADICAL

We are rebels. We must embrace radical thinking to get extraordinary results!

3

SEE YOUR POTENTIAL

Human beings all have strengths and talents that when tapped into become unstoppable. To get more, you have to become more!

4

DON'T DO THINGS HALF-ASS

Go all out on everything you do...and then some. Be obsessed with excellence and only aim for outstanding levels of success.

5

WANT GROWTH

There are natural laws of life and business. One is if your not growing, you're dying. Standing still is not an option in today's market. Raise the bar to higher levels.

6

SEEK CHANGE

You have to move and that requires massive action, looking for opportunities, and seeking change. If you're tired of the same old bullshit story, time to turn the page.

7

DON'T SETTLE

Compromise is a sign you'll see on the road to mediocrity. To reach the level of outstanding you know you don't settle or lower your standards.

8

AIM FOR OUTSTANDING

The status quo is for losers! Good restaurants flood the market and they dilute our industry. Good is average and being average just sucks. Great is nice, but why stop there?

9

BE A BADASS

You need to have a drive for results and self-improvement. Deep down you're a badass, so act like it.

10

BE DIFFERENT

You are different and that is a strength! Don't work on your weaknesses, maximize and play to your natural strengths!