



Kitchen Open Chapter 1 Workbook

Worksheets to help you figure out the current status of your restaurant, your goals, and your deepest why

NOTE: To really get the most out of this workbook, you should buy the book (if you haven't already) that gives guidance about to use it—and much more!—on [Amazon](#), [Barnes & Noble](#), [iTunes](#), & [Kobo](#): *Kitchen Open* by Jamie Jack.

Current Analysis of Your Restaurant Operations

Current Status

- Open
- Open, considering closing
- Closed
- Closed, considering reopening
- Kitchen closed, but other limited operations (Define)
- Other (Define)

Current Menu

- Full
- Limited
- Takeout/Delivery friendly
- New concepts (Define, like meal or pantry kits, frozen entrées, etc.)
- Other (Define)

Current Dining Options (if open)

- Takeout
- Curbside pickup
- Drive through
- In-house delivery (i.e., done by your staff)
- Third-party delivery platforms
 - DoorDash
 - Grubhub
 - Uber Eats
 - Postmates
 - Other(s) (List)

**How are these options
working for the
restaurant right now?**

Current Analysis of Your Restaurant Marketing

Current Marketing

List your any current advertising or marketing you are currently doing or thinking about doing.

Offline

<u>Doing</u>	<u>Thinking about Doing</u>

Online

<u>Doing</u>	<u>Thinking about Doing</u>

Your Marketing Assets

Which do you currently have?

- Rewards, VIP, or loyalty program
- List of customer emails
- List of customer phone numbers
- An email newsletter
- SMS text marketing
- Other (Define)

Initial Thoughts of What You Might Like to Do

List any *specific* ideas that you've considered doing (or doing differently if currently a part of your business model) since the pandemic started. Include any ideas that you've heard other restaurants do that interest you.

Clarity Exercise

2-Week or 1-Month Goals	Why these goals are important to the restaurant
1 Year after the Pandemic Ends Goals	Tools, Resources, Capabilities Needed to Reach Goals

Deepest Why Exercise

Choose a “why” question below, or create one of your own.

- Why did I want to become a restaurateur (or manager or chef ...)?
- Why is it important to me to keep my restaurant running?
- Why do I want my restaurant to succeed?
- Why was it important for me to open my restaurant? Why was it important to me to continue my family’s restaurant?

Provide a simple, one-sentence answer. Then ask another “why” question the answer, e.g., “Why didn’t I want to let the family business go?” if you answered previously that you didn’t want to let the family business go. Keep questioning each answer in a similar way. Push through even if you have a hard time coming up with an answer right away.

LEVEL 1 Question:

LEVEL 1 Answer:

LEVEL 2 Question:

LEVEL 2 Answer:

LEVEL 3 Question:

LEVEL 3 Answer:

LEVEL 4 Question:

LEVEL 4 Answer:

LEVEL 5 Question:

LEVEL 5 Answer:

LEVEL 6 Question:

LEVEL 6 Answer:

LEVEL 7 Question:

LEVEL 7 Answer:

Stop when you think you've reached your deepest why; aim for at least 6 or 7 levels. See the book for more details.