

# LOYAL AF Ride or Die Blueprint



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# IF YOU'RE TIRED, YOU'RE NOT ALONE

If you're reading this, there's a good chance you're carrying way more weight than you ever intended to when you opened your first store.

You probably thought:

*"Once I get my first location running well, I'll hire managers, open more stores, and the business will start running itself."*

But somewhere between Store #1 and Store #3 (or #9), something happened.

Instead of gaining freedom, you gained responsibility.

Instead of getting support, you became the support system.

Instead of developing leaders, you ended up babysitting the ones you hired.

And now the days blur together:

- Calls from managers.
- Sales dips you shouldn't have to chase.
- Standards slipping unless you're the one enforcing them.
- Turnover that feels like a revolving door.
- A calendar filled with problems instead of people.

And behind all of that?

The quiet fear you don't say out loud:

*"If I expand again... this whole thing might fall apart."*

I know that fear.

It almost cost me my family, my sanity, and my absolute love for this industry.

I also know the path out.

It's not about working harder, being stricter, or micromanaging the hell out of your stores.

It's about teaching your team to think like owners, not wait for the owner.

That's what the Ride or Die Blueprint™ is all about.

And in this mini-book, I'm going to walk you through the three steps that changed everything for me — and for the leaders I coach today. So let's get right to it...



# STEP 1: LIVE THE MISSION

**A mission on the wall does nothing. A mission in conversation changes everything.**

Most owners and managers assume their team “knows the mission.”

But here's the test:

Walk into any store and ask the newest employee, “What's our mission here?”

If they hesitate...

If they freeze...

If they give you the “I hope this is the right answer” face...

You don't have a cultural problem — you have a communication problem.

And that problem creates:

- inconsistency across stores
- a lack of ownership
- managers who enforce rules instead of leading people
- a team that forgets why they should care

I learned this the hard way.

## **The Wake-Up Call**

When we opened our second location in San Diego, I could feel something was off.

The food was solid.

The service was fine.

But the energy? Flat.

One morning, I pulled a new kid aside and asked, “Hey, what's our mission here?”

The look he gave me told me everything.

It wasn't just that he didn't know — it was that he had no idea he was supposed to know.

That moment hit me like a truck.

If the team doesn't know the mission, the team can't live the mission.

And if the mission isn't lived, nothing else works.



## What Changed Everything

We started one simple practice: Daily 3-minute mission huddles.

Not lectures.

Not speeches.

Not rules.

Conversations.

I wanted them talking about:

👉 where they saw the mission lived

👉 who showed leadership

👉 how we wow guests today

👉 what our values mean in real moments

And I watched something incredible happen.

Within two weeks, the mission was ALIVE.

Within a month, guests could feel it.

Within a quarter, the culture was unshakeable.

Because here's the truth:

People don't follow rules.

People follow stories, conversations, and identity.

Live the mission, and your team becomes one.

## YOUR LIVE THE MISSION TOOLKIT

### 1. Take the Pulse

On your next shift, ask your team to explain to you the mission, core values, or commitments of excellence. The response you get will tell you whether there is some work to be done.

### 2. Daily Mission Huddles

Culture comes alive when we start having conversations about it. Make a commitment to having that conversation every single shift. You may think you don't have time, or use some other excuse, but core values are non-negotiable. And the only way to truly have them lived is to be intentional about weaving them through our conversations.

### 3. Celebrate Wins Openly

This is more than just a "good job" every once in a while. This is about systemizing your culture to celebrate wins at the group level. Reinforcing Good behavior is crucial to anchoring it into the culture.



# STEP 2: ATTRACT & TRAIN FOR LOYALTY

**Turnover isn't a staffing problem – it's an onboarding and identity problem.**

Most restaurants unintentionally train people to leave.

Not because they're bad businesses... but because they're busy.

When hiring feels rushed, onboarding becomes shallow, and connection is optional, people won't stay.

Loyalty doesn't happen by accident.

Loyalty is a system.

And it begins earlier than most owners think.

## **Meet Emily – The Quiet Kid Who Became a Leader**

One new hire – Emily – was painfully shy.

In the kitchen, she'd tuck her hair behind her ear and avoid eye contact.

A lot of owners would've dismissed her.

But on Day 2, we sat down for something I now teach everywhere: **The Superpower Lunch.**

This is not orientation. This is identity.

I asked her, "What's something you're naturally good at?"

She said quietly, "I notice when people get overwhelmed."

I smiled and said, "Perfect. You're our Stabilizer. You're the person who brings calm when the rush hits."

She lit up. She stood taller. She owned it.

And when she met the rest of the team, we introduced her as: "This is Emily. She's the Stabilizer."

Three months later, she was leading shifts. Why?

Because people rise to the identity we give them.

## **Loyalty Happens When You Build Belonging**

### **YOUR HIRING ARSENAL**

#### **1. Magnetic Ads**

Want to attract the best GM on the market? We must present something that's attractive. Able to lift 50 pounds isn't gonna cut it. Use the vision, core values and uniqueness of your brand to sell the opportunity.

#### **2. Interview for Attitude**

If your interview questions are based on things, I can find on a résumé or check during the vetting process, it's a waste of time. We need to know the deeper truth. Is this person going to make our culture better? Do they bring a spark that is undeniable? If it's a maybe, it's a hell no.

#### **3. Onboard + Growth Journey**

Onboarding is not just paperwork. Yet this is generally how it is treated. We need a system, a detailed and intentional journey meant to steep the new recruit in our culture and get them to engage in a way that makes an impact, from day one.



# STEP 3: LEADERS, NOT BABYSITTERS

**Because you can't scale if you are the one still holding the fire hose.**

Let's be real:

If you're checking labor on your phone every weekend...

If you're walking into stores and immediately spotting 20 things wrong...

If your managers are waiting for your answers...

You're not leading a team. You're leading a daycare. And you will burn out.

What you need is a system that turns managers into **owners of the outcome**, not **executors of the checklist**.

Here's where everything changed for me.

## The Saturday Night That Broke the Pattern

Pretty typical night. I checked the dashboard.

Labor was at 36% in one store.

Old me would've been in the car before the app finished refreshing.

But that week, we had just launched our KPI cadence, a rhythm where managers proactively report:

- sales
- labor
- guest issues
- solutions they already implemented
- wins from the shift
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Ten minutes later, my phone buzzed:

"We got hit early. Labor inflated. Pulled two off, upsold specials, corrected. On target again. No action needed."

Read that again: No action needed.

That was the first night in years that I wasn't the firefighter.

Because I finally had leaders — not babysitters.

## Your Leadership Development Game Plan

### 1. KPI Cadence

- Choose the top 5 mission critical items for your leaders to report on.
- Decide how and when it will be reported.
- Managers report before you ask.

This alone will change your life.

### 2. Owner Detox Week

Step back just enough to see:

- who steps up
- who hides
- what breaks
- where the real issues are

It's eye-opening.

### 3. Curiosity Over Commands

- Commands create compliance.
- Questions create leaders.
- Ask instead of tell.
- Guide instead of answer.
- Coach instead of correct.

This is where ownership is born.

# WANT A LOYAL AF TEAM?

## Learn How to Implement These Concepts

This Blueprint isn't theory.

It's what saved my restaurants, my sanity, and honestly — my life.

You don't need to clone yourself. You need a system that replicates ownership.

## Steps You Can Take to Begin Building Your Own LOYAL AF TEAM that grows sales, wows guests and never leaves



### READ THE BOOK

Full of real world examples, stories and strategies that I used to build my own restaurants – and the exact system that we train to multi-unit owners and teams of all shapes and sizes today so they can:

- reclaim time
- reduce turnover
- eliminate inconsistency
- build leadership benches
- expand without chaos



### APPLY THE CONCEPTS

Choose one step to implement in master over the next 30 days. Trying to do everything at once can be overwhelming, and you are most likely already overwhelmed to begin with. Just pick the one thing that you think will have the biggest impact and make a commitment to being consistent and track your progress. Even small improvements can yield big results!



### BOOK A STRATEGY CALL

If you know, you are committed to making this a reality, just reach out. We are here to help. This is what we do all day every day. Let us help you implement the system that is going to change everything for you and your business. Finally, get your time back, trust your leaders to step up and make decisions, and get back to why you started this in the first place. Claim your freedom and book your strategy call today.

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