

GP HOSPITALITY PARTNERS

90-DAY ONBOARDING JOURNEY MAP

The Ride or Die Leadership Circle · Tools & Resources Library

WHY THE FIRST 90 DAYS ARE EVERYTHING

Most turnover is a failure of onboarding — not a failure of the person. When someone leaves in their first three months, the question is not 'why didn't they work out?' The question is 'what did we fail to give them in the window when it still mattered?'

The 90-Day Onboarding Journey Map is a structured framework for transforming new hires into loyal team members. It is built on three phases, each with a different goal and a different set of actions for both the manager and the new team member.

GREG'S NOTE

The single biggest mistake I see operators make with onboarding is treating it like orientation. Orientation is one day. Onboarding is ninety. The difference is the difference between someone who shows up tomorrow and someone who refers their friends. This map is your ninety-day investment in someone who is deciding, every single day, whether this is where they belong.

THE THREE PHASES

PHASE 1

Days 1-30

BELONG

Make them feel at home before you make them perform.

PHASE 2

Days 31-60

GROW

Give them increasing responsibility and watch what they do with it.

PHASE 3

Days 61-90

LEAD

Identify who they are becoming and position them for what is next.

PHASE 1 · DAYS 1 - 30

Belong

Make them feel at home before you make them perform.

The first 30 days are not about productivity. They are about belonging. A new team member who feels seen, welcomed, and connected to the team is far more likely to survive the first hard shift, the first mistake, and the first moment they wonder if this was the right decision.

WEEK 1 — Days 1-7 — Welcome & Orient

OWNER / MANAGER ACTIONS

- Complete your Day 1 Welcome Protocol (see below)
- Assign a buddy — a positive, experienced team member
- Schedule the Superpower Lunch for Week 2
- Give them the culture overview — not just the handbook
- Introduce them to every team member by name

TEAM MEMBER EXPERIENCE

- Learns the physical layout and daily flow
- Understands the culture and what we stand for
- Meets their buddy and feels less alone
- Has one person to go to with any question
- Knows what success looks like in Week 1

CHECK-IN: End-of-week 5-min check-in: How are you feeling? What's confusing? What's going well?

WEEK 2 — Days 8-14 — Connect & Discover

OWNER / MANAGER ACTIONS

- Conduct the Superpower Lunch (use the Superpower Lunch Guide)
- Observe them on the floor — note strengths and gaps
- Begin role-specific skills training
- Reference something from the Superpower Lunch in a huddle spotlight

TEAM MEMBER EXPERIENCE

- Has their Superpower Lunch — feels genuinely seen
- Begins to find their rhythm in the role
- Receives their first specific piece of positive feedback
- Starts to understand how their strengths fit the team

CHECK-IN: Superpower Lunch this week — required. Do not postpone.

WEEK 3-4 — Days 15-30 — Build Confidence

OWNER / MANAGER ACTIONS

- Give them a low-stakes ownership moment — something small to own
- Conduct a 30-day check-in conversation (use the questions below)
- Reference their superpower intentionally in a team setting
- Evaluate fit: are they trending toward belonging or disengaging?

TEAM MEMBER EXPERIENCE

- Takes on a small responsibility and succeeds at it
- Has their 30-day conversation — expresses any concerns
- Feels recognized by name for something specific they did
- Starts to feel like part of the team, not new anymore

CHECK-IN: 30-Day Check-In conversation — formal, scheduled, 20-30 minutes.

PHASE 2 · DAYS 31 - 60

Grow

Give them increasing responsibility and watch what they do with it.

Phase 2 is where you start learning who this person actually is under pressure. The warmth of being new has worn off. The real habits are beginning to show. Your job is to give them enough responsibility to grow — and enough support to not feel abandoned.

WEEK 5-6 — Days 31-45 — Stretch & Challenge

OWNER / MANAGER ACTIONS

- Give them one meaningful responsibility increase
- Begin identifying if they have leadership potential
- Have a direct conversation about their trajectory here
- Connect their superpower to team outcomes — name it publicly

TEAM MEMBER EXPERIENCE

- Takes on more responsibility and tests their limits
- Gets honest, specific feedback — not just praise
- Understands what growth looks like from here
- Starts owning outcomes, not just tasks

CHECK-IN: Informal check-in: Are they stepping up or pulling back when challenged?

WEEK 7-8 — Days 46-60 — Deepen & Commit

OWNER / MANAGER ACTIONS

- Conduct a 60-day check-in — more direct than the 30-day
- Ask: do we see a future here, and does this person see one?
- If leadership potential exists: name it and begin developing it
- If fit is uncertain: have the direct conversation now — not at 90 days

TEAM MEMBER EXPERIENCE

- Understands exactly where they stand — no surprises
- Begins to see a path forward (or understands it isn't here)
- Feels invested in — not just employed
- Has a relationship with their manager based on honesty

CHECK-IN: 60-Day Check-In — required. This is the most important conversation in Phase 2.

PHASE 3 · DAYS 61 - 90

Lead

Identify who they are becoming and position them for what is next.

Phase 3 is not about whether they can do the job. By Day 61 you know that. Phase 3 is about identity — who is this person becoming in your organization, and what role do you want them to play going forward?

WEEK 9-10 — Days 61-75 — Identify & Position

OWNER / MANAGER ACTIONS

- Have a direct conversation about their future here
- Identify if they belong in the Leaders Lab cohort
- Begin cross-training if appropriate
- Give them a mentorship role — pair them with a newer team member

TEAM MEMBER EXPERIENCE

- Understands their role in the team's future
- Begins mentoring or leading in small ways
- Sees a clear path to what's next
- Starts thinking about the team, not just their station

CHECK-IN: Future conversation: Where do you want to go? Where do we see you going? Do those align?

WEEK 11-13 — Days 76-90 — Commit & Celebrate

OWNER / MANAGER ACTIONS

- Conduct the 90-Day Review (use the template below)
- Make a concrete offer: a role, a title, a path, a raise
- Celebrate the milestone publicly — in a huddle spotlight
- Document what you learned about this person for their file

TEAM MEMBER EXPERIENCE

- Has their 90-day review — formal, honest, forward-looking
- Leaves with a clear understanding of their future here
- Is publicly recognized for making it through and contributing
- Feels like a fully vested member of the team

CHECK-IN: 90-Day Review — this is a celebration as much as an evaluation. Treat it that way.

MILESTONE CALENDAR

Non-negotiable touchpoints. Every new hire. Every time.

DAY	MILESTONE	OWNER
Day 1	Day 1 Welcome Protocol — tour, buddy assignment, culture overview, schedule review	Owner / GM
Day 5-7	End of Week 1 check-in — 5 minutes, informal, how are you feeling?	Direct Manager
Day 8-14	Superpower Lunch — 45-60 minutes, one-on-one, use the Superpower Lunch Guide	Owner / GM
Day 14	First huddle spotlight — reference something specific they did in Week 1 or 2	Shift Lead / GM
Day 30	30-Day Check-In — 20-30 minutes, formal, scheduled in advance	Owner / GM
Day 45	Stretch conversation — one new responsibility, direct feedback on trajectory	Direct Manager
Day 60	60-Day Check-In — most important conversation in Phase 2. Do not skip.	Owner / GM
Day 75	Future conversation — path forward, Leaders Lab invitation if applicable	Owner / GM
Day 90	90-Day Review — formal, celebratory, forward-looking. Public recognition in huddle.	Owner / GM

DAY 1 WELCOME PROTOCOL

The first day sets the tone for the first 90. Don't wing it. Run this checklist before they arrive and during their first shift.

BEFORE THEY ARRIVE	
<input type="checkbox"/>	Their station or locker is set up and ready
<input type="checkbox"/>	Their buddy has been briefed and is expecting them
<input type="checkbox"/>	The team knows someone new is starting today
<input type="checkbox"/>	You have blocked time to spend with them in the first hour
<input type="checkbox"/>	Their schedule for the first two weeks is confirmed
FIRST HOUR	
<input type="checkbox"/>	Personal welcome from you — not a manager, not HR. You.
<input type="checkbox"/>	Tour of the entire space — not just their station
<input type="checkbox"/>	Introduction to every team member they will work with today
<input type="checkbox"/>	Introduction to their buddy — give them time to connect
<input type="checkbox"/>	Culture overview: what we believe, how we work, what we protect
END OF FIRST SHIFT	

<input type="checkbox"/>	5-minute debrief: How was it? What questions do you have?
<input type="checkbox"/>	Confirm their next shift and who they are working with
<input type="checkbox"/>	"We're glad you're here." — say it directly.

CHECK-IN QUESTION GUIDE

Use these at your 30, 60, and 90-day conversations. They escalate in directness — match the depth to the phase.

30 DAYS	<ul style="list-style-type: none"> • What has surprised you — good or bad — about working here? • What feels easy? What feels hard? • Do you feel like part of the team yet? What would help? • Is there anything you need from me that you're not getting?
60 DAYS	<ul style="list-style-type: none"> • What are you getting better at? What do you want to get better at? • How are you using your superpower here — or are you? • What would make you want to stay here long-term? • Do you see yourself growing here? What would that look like?
90 DAYS	<ul style="list-style-type: none"> • What is your best contribution to this team so far? • Where do you want to go from here — and how can we help? • What's one thing we do well as a team? One thing we could do better? • If you could change one thing about your experience here, what would it be?

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