Experience Proposition Worksheet

Use these thinking questions to identify, clarify and fortify your restaurant’s unique experience proposition.

1. Why do people come to our restaurant? What experience do they want? Expect? Hope for?

2. What is our reputation? What are we known for? When people talk about us, what do they say?

3. What do we have or what do we do for our customers that is unique in our market?

4. What is one thing about us that is unique, different or special that matters most to our guests?
5. Where have we compromised our experience proposition to appeal to more customers? (Imitate others? Broaden versus deepen? Blurred our uniqueness?)

6. What activities do we perform that are not aligned with each other? Where are we sending an inconsistent message?

7. What should be our message to the market? (The primary reason customers will choose to do business with us and not our competitors.)
8. What needs to happen for us to deepen the unique aspects of our experience proposition so more people notice and will differentiate us even more from our competition?

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9. What internal processes and systems need to be implemented or improved for us to consistently excel at delivering our unique experience proposition?

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