

# 90-Day Automation Rollout



**Baseline, Foundation, Scale, Integrate**



## Purpose

Provide leaders with a clear, practical 90-day plan to move from a single pilot store to multi-store adoption. The rollout is built in four phases that create stability early, then expand only when habits hold and KPIs confirm readiness. Each phase builds on the one before it.

## Why the 90-Day Rollout Matters

Automation creates regained hours, but the impact depends entirely on how consistently teams use them.

A disciplined 90-day plan helps stores:

- avoid rushing the rollout
- lock in habits before pressure builds
- show measurable improvement early
- create examples the next stores can follow

This plan turns a single pilot into an operational system that scales cleanly.

## Phase 1 — Baseline (Weeks 1-2)

*Start with truth, not assumptions.*

Before automation or redeployment begins, leaders need a clear view of how the store currently operates.

Baseline work determines what success should look like and prevents guessing later.

### What Happens in Baseline

- Measure pacing, flow, portion variance, and waste
- Capture ticket times, expo friction, prep windows, table turns
- Identify natural bottlenecks and regained time potential
- Build the first Sponsor Map
- Produce a Time-Budget Map to show where hours will return

### Why Baseline Matters

It creates the before-and-after line. Every future decision depends on this starting point.



## Phase 2 — Foundation (Weeks 3–6)

*Pilot the new rhythm in one store and make the habits stick.*

This is where the store learns how automation changes the day. The goal is stability, not speed.

### What Happens in Foundation

- Launch automation
- Use regained hours intentionally (BOH + FOH)
- Follow the Weekly Operating Loop:
  - Set the bet (Monday)
  - Huddle daily
  - Review and reset (Friday)
- Track attach rate, RevPASH, portion variance, and pacing
- Use the Four-Week Arc to guide expectations

### Why Foundation Matters

A store cannot scale what it has not stabilized. Before rollout expands, the pilot store must demonstrate that:

- habits hold
- coaching is consistent
- regained time is used with intention
- KPIs trend in the right direction

This is the phase where the operation “learns to walk.”



## Phase 3 — Scale (Weeks 7–10)

*Expand to a small cluster once the pilot store is stable.*

Scaling begins only when the pilot store meets readiness criteria. The focus is repeatability: can the same habits hold across multiple teams?

### What Happens in Scale

- Add 2–3 stores that match the pilot’s conditions
- Train managers on the four-week arc and weekly rhythm
- Align service, pacing, and BOH expectations across stores
- Hold a shared weekly KPI call to calibrate performance
- Reinforce the same coaching language and handoff rules

### Why Scale Matters

This phase tests whether the system holds outside the original store. It validates the playbook before wider rollout.



## Phase 4 — Integrate (Weeks 11–12)

*Move from “pilot” to “how we operate.”*

Integration is where the system becomes permanent. It shifts the rollout from project status to standard operating rhythm.

### What Happens in Integrate

- Standardize the Weekly Operating Loop across all stores
- Add automation KPIs into district dashboards
- Finalize BOH/FOH training files for onboarding
- Establish quarterly refresh cycles (pacing, portion, handoffs)
- Confirm regained time is driving contribution and flow
- Remove temporary pilot structures and shift into routine reviews

### Why Integration Matters

Without integration, the system fades under pressure. With it, the rollout becomes self-sustaining.



## Rollout Readiness Criteria

A store is ready to expand once:

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- Eight of ten readiness items are met
- Habits hold for two consecutive weeks
- The team can explain where regained hours go
- Daily huddles run with >90 percent consistency
- KPIs show stable or improving trends
- No major risks remain open

This ensures rollout happens with confidence, not hope.

## Outputs by Day 90

By the end of the 90-day plan, leaders should have:

- A fully stabilized pilot store
- 2–3 additional stores operating consistently
- A district-level playbook for automation and redeployment
- A weekly KPI rhythm in place
- A scalable model for expanding to 10+ stores

