DAY

1

CONFIDENCE

Orientation · Bar Culture · Position Preview

Goal: Bring Confidence to life from your first hour. Polished presence, prepared mind, pride in the uniform. Immerse yourself in the Standard Service culture, learn OTM, and set the expectation: it starts with you.

"It's not the will to win that matters. It's the will to prepare to win that matters."

PAUL "BEAR" BRYANT

Today you become Standard Service, not in title, but in standard. We introduce the culture, the brand, and the expectation. It starts with you. Your confidence. Your preparation. Your presence.

OWN THE MOMENT — DAY 1: CONFIDENCE

"Polished presence isn't optional. It's the first thing your guest sees, and the first thing they judge."

You show up polished and ready. You stand upright and carry yourself with confidence before you say a single word. At 10 feet, you find the guest with your eyes. At 5 feet, you acknowledge them with your voice. You smile in every interaction and every moment you are on the floor. This is not a checklist. It is who you are the second you walk through that door.

About UNCO

UNCO Hospitality Group builds authentic brands that connect to who we are. Intentionally unique. No copies. Every concept begins with a real story and is defined by its own unique vision across four dimensions:

- Design: The physical space, the energy, the aesthetic --- what it looks and feels like to walk through the door
- Beverage: The bar program, the cocktail identity, the way a drink tells the story of the brand
- Culinary: The menu philosophy, the ingredients, the traditions that define what comes out of the kitchen
- Experience: The service style, the language, the hospitality --- what it feels like to be a guest

These four dimensions define every concept differently. What makes Standard Service's design, beverage, culinary, and experience unique is not the same as what makes Culpepper or HG Sply Co. unique. That's intentional.

UNCO portfolio: HG Sply Co., Leela's, Standard Service, HERO, Milli, Culpepper Cattle Co.

Standard Service - Brand DNA

Standard Service is built on a simple belief: the best night out shouldn't require a choice between a great experience for you and a great experience for your kids. The world's most adult-friendly family restaurant — the country club that never charged you to belong.

Standard Service exists for the adult who refuses to compromise. This is how that belief lives across all four dimensions:

DESIGN	BEVERAGE	CULINARY	EXPERIENCE
Energetic. Built to feel earned, where you land after the long day.	Intentionally sourced liquors. House infused spirits. Fresh juices. Same care and discipline as the kitchen.	Classics elevated. Zero shortcuts. Every sourcing decision — 44 Farms steak, Verlasso salmon, South Dakota bison — made because the standard demands it.	Warm, never preachy. One standard: every guest feels like the most important person in the building.

DAY 1 CHECKLIST

Arrival

- ☐ Arrive in uniform — pressed, sized, ready (except UNCO-provided items)
- ☐ Style Guide & Grooming Standards reviewed and approved
- ☐ HR onboarding complete - all paperwork and app access confirmed
- ☐ Clock in and adjust time
- ☐ Full Restaurant Tour - dining room, patio, bars, kitchen, dish, storage, restrooms
- ☐ Table Numbers & Pivot Point

Own the Moment — Day 1 Conversation

Along with your trainer discuss the principles of OTM:

- ☐ OTM — our guiding principle
- ☐ The three layers: For Yourself, For the Guest, For the Team
- ☐ OTM in practice — Confidence, Sense of Urgency, Knowledge
- ☐ The five core values — show how they're powered by OTM
- ☐ Think about the best service experience you've ever had: It wasn't just the food. It was the person. That's OTM. That's who you're going to become.

Prime Time

- ☐ Attend Shift Meeting
- ☐ Introduce yourself to the team.
- ☐ Position Preview: spend 30 minutes at each station completing the Hit List below.

FLOOR & EXPO	THE WELL	BAR SERVICE
☐ Floor layout and table numbers	☐ Bar station setup	☐ How guest tickets are built
☐ How bar tickets flow	☐ Speed rail layout	☐ Drink timing and flow
☐ Expo timing calls	☐ Well spirits overview	☐ Opening and running side work
☐ Runner interaction	☐ Ice types and their uses	☐ Signature cocktail overview
☐ Server ↔ Bar communication	☐ Garnish standards and prep	☐ Batch vs. streamline overview

After Service — Day 1

- ☐ Discuss For the Table and Courtside Cocktails.
- ☐ Taste 2 For the Table items and 2 Courtside Cocktails
- ☐ Log tasting notes

→ **DISCUSS · THIS DAY'S 1-PAGERS:** **The Guest Can Feel You · The Energy You Bring · The Art of Communication**

OTM Debrief — Confidence

"How did you show up today?"

- ◻ For Yourself: Was your attire and posture guest-ready from the moment you walked in? Where did your presence feel strong? Where did it slip?
- ◻ For the Guest: Did every guest you passed feel acknowledged, with a smile, eye contact, a warm word within 5 feet?
- ◻ For the Team: How did your presence set the tone for the people around you today?

Strengths:

_____

_____

Opportunities:

_____

_____

_____	_____	_____
Trainer	Trainee	Captain / GM

NEXT SHIFT —Prep for test: OTM & Core Values, For the Table & Courtside Cocktails.

the guest can feel you

A guest forms an opinion of you from forty feet away, before your first word. Posture, pace, your resting face, the huddle at the POS. Most of what you say tonight, you will say without speaking.

Intentional actions define the vibe.

the fundamentals

01 POSTURE IS A POLICY

Upright, open, unhurried. Slumped shoulders tell the room the kitchen is in trouble, even when it is not. Carry yourself like the night is handled, and the room believes it.

02 PACE TELLS A STORY

Purposeful reads as command. Frantic reads as trouble. Slow reads as nobody cares. Sense of urgency is a skill you practice, a calm vibe that quickly delivers.

03 THE RESTING FACE

Your between-tables face is the one guests see most. It should look like you are glad to be here, in full control, and excited to deliver guest obsessed experiences.

04 PRIVATE ISN'T

The eye-roll at the POS. The whispered side comment. The cluster of three at the service well. The guest feels it, and every table assumes it is about them.

in the shop

- ✓ Never let them see you sprint. Urgency moves fast and looks calm. Panic moves fast and looks like panic.
- ✓ Never cross the floor with a dead face. Ten feet, smile and eye contact. Five feet, “welcome in!”. Never point, happily escort the guest.
- ✓ Phones invisible. Always. One glance at a screen erases an hour of polish.
- ✓ Conversations clustered at stations look like neglect from every table that can see them.
- ✓ Walk the room like you built it. That is not arrogance. That is the confidence your preparation earned.

otm self-reflection

FOR YOURSELF *If we muted tonight's shift and just watched you, what story did your body language tell?*

FOR THE GUEST *What did the room see during your hardest ten minutes tonight?*

FOR THE TEAM *Did any guest watch the team huddle and wonder if they would ever get a second round?*

the energy you bring

Moods move through a team like weather. The team catches yours first, then every guest catches it from the team. Your energy was never private. It is the first thing you serve, and you choose it before you clock in.

Your energy is contagious.

the fundamentals

01 ENERGY IS A CHOICE, NOT A WEATHER REPORT

You can't always control the day you've had. You control how you walk through that door. Showing up flat is not neutral. It is a withdrawal from everyone around you.

02 THE PARKING LOT RULE

Whatever you are carrying, the traffic, the argument, the bill, it stays in the car. Take ten seconds before the door. That pause is a professional skill, a discipline you must practice.

03 CATCH WHAT YOU'RE SPREADING

Low energy spreads quietly. Loud negativity spreads fast. Notice your own signal before a teammate manages it for you.

04 BORROW WHEN YOU'RE EMPTY

Some nights you just do not have it. Work next to someone who does. Energy transfers in both directions, and asking for a boost is strength.

in the shop

- ✓ Pre-shift is an energy transfer, not a meeting. Bring something worth catching.
- ✓ Sarcasm and eye-rolls read louder than you think. The floor has no volume low enough to hide them.
- ✓ Your face between tables is a billboard. The whole room is reading it.
- ✓ Celebrate a teammate's win out loud and watch the room lift. That is free, and it works every time.
- ✓ Guests feel the room before they taste the food. The vibe is part of the recipe.

otm self-reflection

FOR YOURSELF *What energy did you walk in with tonight, and did you choose it or just carry it?*

FOR THE GUEST *Could a guest have guessed your mood from across the room? What would they have guessed?*

FOR THE TEAM *Whose energy lifted you tonight, and who caught yours?*

the art of communication

Great communicators connect. They do not just talk at people. Communication is measured in two directions: how clearly your message lands, and how respectfully it travels, especially when it travels up. The door is open in this building. These are the skills that make it work.

Clear, concise, warm.

the fundamentals

01 LISTEN FIRST

Communication runs two ways. Lock onto the speaker. Do not load your reply while they are still talking. Say back what you heard, so nothing gets lost in the handoff. “HEARD”

02 SAY IT CLEAR, SAY IT KIND

Short, specific, no rhetoricals. Clarity respects everyone's time. Kindness is what makes it land. Concise and warm always lands.

03 BRING IT UP, BRING IT RIGHT

Issues go to people who can fix them, respectfully and with confidence, both at once. Respect without confidence buries a good idea. Confidence without respect buries it faster. Bring a proposed fix in the same breath.

04 PICK YOUR MOMENT

Mid-rush is not the moment, and the floor is not the room. When clarity calls for it, take it offline. Passionate conversations need privacy, and the room responds to the energy you bring.

talking with leadership

- ✓ Running late or under the weather? Call and talk to a manager, two hours minimum before shift. A call is respect, a text is a dodge. Then help find your coverage.
- ✓ Disagree with a call? Make your case in private, with respect and confidence. Then walk out aligned.
- ✓ Stay inside your lane. If its outside of your responsibility only communicate positive suggestions or offer thoughtful help. No backseat drivers needed.
- ✓ Read everything UNCO puts in front of you. Showing up informed allows you to OTM.
- ✓ Celebrate wins out loud, in the moment. Write down opportunities and bring them at the end of the shift, unless it affects the guest. That gets said now.
- ✓ Hold confidentiality. Pay, tips, and personal matters stay private.

otm self-reflection

FOR YOURSELF *When you brought something to a leader this week, did your delivery earn it respect?*

FOR THE GUEST *Did anything you sat on, a problem or an idea, affect the guest before it reached someone who could fix it?*

FOR THE TEAM *Did the floor feel your conversations tonight, or did the passionate ones go offline where they belong?*