HERO

HERO — Service Assistant Training Program — 2026

Your confidence. Your preparation. Your presence. When you Own the Moment for yourself, you Own it for every guest and every teammate who stands beside you.

This manual is your foundation. Four days. Every conversation, every role play, every shift builds the person who walks this floor like they built the place.

TRAINEE NAME: _____

DAY	DATE	TIME IN	TIME OUT	TRAINER
Day 1: Confidence				
Day 2: Knowledge & Guest Obsessed				
Day 3: Sense of Urgency & Grow Together				
Day 4: Embrace the Adventure, Be Better & Systems with Soul				
Mock Service				

4-Day Training Arc	INDULGE WISELY™	Own the Moment	HERO
Escalating ownership, daily.	The standard behind everything.	The only metric that matters.	An UNCO Hospitality Concept

THE STANDARD

Own the Moment

Own the Moment is the guiding principle behind every goal we set. It is the growth mindset that drives us to strive for more each day: bring your best to every interaction, study, put in the reps, ask for feedback, and never stop improving. OTM is not just what you do. It is fully embracing the moment in front of you, taking decisive action with confidence, and maximizing the opportunity at hand.

This part is yours alone. Nobody can study for you or take your reps. The work belongs to you, and so does everything it builds. Every moment you own compounds into your reputation, your skills, your career. DO THE WORK.

The Reception Pillar is the first chapter of every guest's story. Own it like it matters, because it does, more than any other position in the building.

The Three Layers of OTM

01 FOR YOURSELF · SHOW UP READY

Your confidence at the door sets the tone for the entire building. Know the floor, know the wait, know the guest. That preparation is what lets you own every arrival.

02 FOR THE GUEST · MAKE THEM FEEL IT

You are their first impression of everything. A warm smile, a genuine welcome, a seamless seat. Guide them to choices you know they will love, share how to get the most out of the experience because you authentically care about their time with us.

03 FOR THE TEAM · PULL EVERYONE HIGHER

Flow of service starts and ends at the host stand. When you manage the floor well, the whole team can do their best work. When you OTM, you lift everyone around you. You move without being asked. You help without keeping score. You Embrace the Adventure when everything gets heavy. Growing Together as a team means we coach, teach and mentor teammates so we can reach our highest potential.

OTM in Practice: The Three Foundations

OTM is not a checklist. It is a standard of presence. Three foundations define what it means to Own the Moment, and all three start with you, before you ever greet a guest at the door.

CONFIDENCE

Your presence at the door is your first impression. Stand upright. Move with purpose. At 10 feet, find the guest with your eyes. At 5 feet, acknowledge them with your voice. You smile in every interaction. This is not a checklist. It is who you are the second you step behind the host stand.

SENSE OF URGENCY

Every guest, whether arriving, waiting, or departing, should never wonder where you are. Move with urgency. Anticipate before they ask. The guest on the wait list should feel as taken care of as the guest being walked to their table.

KNOWLEDGE

Know the floor, the rotation, the reservation system, the menu basics, the sourcing story. A guest asks about wait time, dietary options, or what we serve. You answer without hesitation. That confidence at the door only comes from preparation done before service starts.

The Five Core Values

01 GUEST OBSESSED · THE ONLY REASON WE EXIST

The host stand is not a checkpoint. It is the opening act. Guests decide within sixty seconds whether they feel welcomed or tolerated. Your warmth, your confidence, and your genuine attention are what create the Warm Familiar before a single menu is opened. You are timely, attentive, and aware. You learn guests' names so you can address them as if they're already regulars. Every action in the shop should have a positive impact on the guest experience.

02 GROW TOGETHER · NOBODY WINS ALONE

Teamwork is the job. We are only as strong as our weakest player, so we make each other stronger. The host stand is the control tower. How you seat, rotate, and communicate directly determines whether servers can deliver great hospitality or spend the night underwater. Protect the floor. Never bury a section, never seat ahead of the kitchen, always communicate what's coming. You champion every guest request as if it were your own, because when one of us wins, we all win.

03 BE BETTER · FEEDBACK FUELS CONSTANT GROWTH

Stay hungry to grow, every shift. Be Better is the commitment to making every day better than the last. Study the floor like a craftsperson, learning rotation patterns, wait times, and bottlenecks before they happen. We coach in real time, own mistakes quickly, always respecting our team as we grow together.

04 EMBRACE THE ADVENTURE · LEAD THROUGH EVERY CHALLENGE

Positivity is power. The wait goes long. A reservation is lost. A party of ten shows up unannounced. A guest is frustrated before they've sat down. Hospitality is unpredictable. Your composure, your optimism, your energy are choices, and you make them out loud. Anyone holds the standard when it’s easy. We hold it when it’s hard, and the guest never feels the chaos behind it.

05 SYSTEMS WITH SOUL · STRUCTURE THAT SERVES PEOPLE

Systems are the checks and balances behind relentless consistency. Every reservation note, every seating rotation, every floor chart update, every wait list call: these systems exist to support great hospitality. Using systems with soul fully should always free you to be more present with the guest. If a system doesn't serve this purpose, we refine it.

TRAINING OVERVIEW

The 4-Day Training Arc

	OTM // CORE VALUE FOCUS	SERVICE FOCUS
1	**Confidence**	Orientation · Culture · Position Preview
2	**Knowledge & Guest Obsessed**	Food Running · Table Maintenance · Floor Awareness
3	**Sense of Urgency & Grow Together**	Restock · Cleanliness · Cross-Support
4	**Be Better, Embrace the Adventure & Systems With Soul**	Certification · Full Floor Solo

The Daily Rhythm

Before Service — Every Day

- ◻ Style & Grooming — reviewed and approved
- ◻ Tests
- ◻ OTM Discussion
- ◻ Side Work
- ◻ Shift Meeting

During Service – Every Day

- ◻ On the floor training during live service with escalating ownership each day

After Service — Every Day

- ◻ OTM Debrief — all three layers, every shift