

Roaring Fork Restaurant Group

rfork training app persona



Experienced Eric

Eric is a Qdoba general manager who recently completed his six-week store manager training and was assigned a store to manage. Eric relocated 150 miles for this position and is unfamiliar with the area he is working in. Eric is responsible for the day-to-day operations of his store and staff. He is still learning his role, the brand, his team, and his store. Eric's store is a busy location that is always short-staffed. Eric's boss, Regional Randy, expects results and responsibility out of him.



At-A-Glance

Age: 34

Education: Some general college coursework directly following high school about 15 years ago.

Experience: He worked the last ten years as a restaurant general manager of multiple locations with another national fast casual brand. Prior to that we worked as an assistant manager at a full service restaurant.

Attitude: friendly demeanor but doesn't handle stress well. Eric tends to feel frustrated when he cannot solve a problem on the spot. Eric wants to feel like he has control over this shift and team.

Business Objectives:

- Set a positive tone for in-store management
- Train store managers to run the store more effectively
- Ensure brand standards are exceeded

Job Priorities:

- Controlling food cost with significant supply chain disruptions
- Generating more catering sales with current pandemic restrictions and policies
- Maintaining and improving critical store performance scores such as friendliness, cleanliness, and suggestive sales initiatives.

Likes:

- Quick responses to emails, texts, and calls from teammates, corporate support, and upper management
- Smiling and happy staff that enjoys working on his team
- People being accountable for the work they do

Dislikes/Problem Areas:

- Gets overwhelmed when managing understaffed shifts
- Does not have a strong technical understanding, but understands how to use a smart phone well
- He does not speak Spanish and has a hard time communicating with essential store staff members

Insights and Product Considerations:

Eric was hired for his potential to manage multiple units. He and his boss have set benchmarks for Eric to reach in order to be promoted to a regional supervisor. Eric wants to lead the operations of a restaurant group and knows he needs experience managing districts or regions of stores first. This is what drives him to be successful in his role.