

# Serving Communication Clarity:

**Communications Strategies  
From Kitchen to Members**



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## Why Culture Matters

*“Culture is what people do when no one is watching.”*

It’s the invisible force behind how your team behaves, makes decisions, and treats each other.

*Culture is shaped intentionally or unintentionally*

If you don’t define and drive it, it will evolve on its own (and not always in a positive way).

*Think of Culture as the personality of your workplace*

It influences every interaction, from team meetings to how the team handles stress.





## **Key Communication Drivers For Service Clarity**

- Communication for a multi-generations
- Connection in Communication – F.O.R.M.
- Appreciation
- Organized Menu Roll Out Plan



# Communicating and Networking Your Way To Success

**F = Family**

**O = Occupation**

**R = Recreation**

**M = Motivation (And Dreams)**

## STRIVE TO CONNECT

What are YOUR Soft Skills?

- Hobbies
- Sports
- Favorite Books or Movies

Be prepared with the details



# Successful Menu Rollout (Kitchen → Servers)

## Collaborate & Finalize the Menu

- **Who's involved:** Executive chef, Sous Chef, General Manager, Clubhouse Manager/Director to Food and Beverage
- Confirm item selections, pricing, sourcing, plating, and prep requirements
- Finalize allergens, dietary notes (GF, vegan, etc.), and any modifications allowed





# Successful Menu Rollout (Kitchen → Servers)

## Document Everything Clearly

Create a Menu Packet for FOH including:

- Item names & descriptions
- Ingredients & allergens
- Suggested wine/cocktail pairings
- Key talking points (e.g., “house-made”, “locally sourced”)
- Photos of plated dishes if possible



# Successful Menu Rollout (Kitchen → Servers)

## Prep the Kitchen Team First

Conduct a

### pre-rollout kitchen meeting

- Review new recipes, techniques, station responsibilities
- Do trial runs for each dish
- Refine plating and ticket flow
- Confirm product availability with vendors

# Successful Menu Rollout (Kitchen → Servers)

## Train the Servers Thoroughly

### Host a **pre-shift training or staff tasting**

- Chef walks through each dish with tasting samples
- FOH tastes and asks questions
- Highlight best-sellers or upsell opportunities

### Provide printed menus

- Encourage note-taking
- Create each dish and welcome servers to taste
  - TRY THE SAUCE STANDARD

**“It’s Worth the Expense”**

# Training & Manuals

## Food Glossary

**Aioli** - Garlic mayonnaise; can also be lemon, sundried tomatoes, etc.

**Al Dente** - Pasta that is firm to the bite, chewy and slightly undercooked

**Basmati Rice** - Aromatic long grain Indian rice

**Chutney** - Spicy condiment contains fruit, vinegar, sugar & spices.

**Coulis** - A general term referring to a thick puree or sauce.

**Demi-Glace** - Slowly cooked with beef stock and Madeira or sherry until it is reduced by half.



# Training & Manuals

## Kitchen Terms

**All Day** - Total count of items needed at this time.

**86' D** - An item that we are out of

**Need to Sell** - The item is urgently needed to complete the order. The rest of the order is waiting on that one item.

**To the Line** - The line is the area where the expeditor puts the order together.

**Dying in the Window** - Hot food that is in the window

**Heard** - Acknowledgement to Chef, Expeditor or co-worker

**How long** - The amount of time you need to get a dish to the window



# Successful Menu Rollout (Kitchen → Servers)

## Use Visual Aids

Display laminated **photo boards** of new dishes in expo or server wait station

Provide individual menu books

Include bullet points of key details  
(ingredients, allergens, etc.)

## Soft Launch Internally

**Trial the menu for a day or two** as specials/ features

FOH staff practice their descriptions this also  
(test timing & prep)

Gather feedback from staff and adjust if needed

