

# THE FIVE STAR FORMULA



## CLARITY

TAKE ACTION : PRINT OUR THIS WORKBOOK &  
TAKE THE TIME TO FILL OUT ANSWERS.  
KEEP THIS SOMEWHERE SAFE.  
IT'S IMPORTANT TO KNOW WHERE YOU STARTED!

WHAT DOES YOUR BUSINESS DO? WHAT ARE YOU KNOWN FOR?

---

WHAT DO PEOPLE LOVE ABOUT YOUR BUSINESS?

---

WHAT DO PEOPLE LOVE ABOUT YOUR BUSINESS?

---

THINK ABOUT A BUSINESS SIMILAR TO YOURS THAT YOU REALLY ADMIRE.  
WHAT IS IT ABOUT THEM THAT YOU WISH YOU COULD EMULATE?

---

# THE FIVE STAR FORMULA



## CLARITY

TAKE AN HONEST LOOK AT YOUR BUSINESS. WHAT HANGS IN YOUR :

### HALL OF FAME

### HALL OF SHAME

---

---

---

---

---

---

---

---

---

---

---

---

---

---

WHAT COULD YOU ACTION TODAY TO MOVE AN ITEM FROM YOUR HALL OF SHAME TO YOUR HALL OF FAME?

# THE FIVE STAR FORMULA



## CLARITY

WHICH OF THE FOLLOWING DO YOU THINK YOUR BUSINESS NEEDS TODAY TO MOVE FORWARD?

- ..... INVESTMENT
- ..... RECRUITMENT
- ..... TRAINING
- ..... BRANDING
- ..... MARKETING
- ..... SYSTEMS

### M E T R I C S   F O R   G R O W T H

	ACTUAL	GOAL
NO. AWARDS WON IN LAST 12 MONTHS:	<input type="text"/>	<input type="text"/>
TRIPADVISOR RATING :	<input type="text"/>	<input type="text"/>
FULLY BOOKED SEATINGS PER MONTH:	<input type="text"/>	<input type="text"/>
NUMBER OF PRESS ARTICLES PER MONTH:	<input type="text"/>	<input type="text"/>

FIND OUT MORE AT  
[WWW.JOYZARINE.COM](http://WWW.JOYZARINE.COM)