

# Keep Calm and Run Your Restaurant

## How to Manage Stress in this Stressful Business

Stress is part of life. We can't avoid it, but we can learn to manage it. In this article, operators offer advice to startup restaurateurs on how they keep calm in a business that coined the term "in the weeds".

By Howard Riell

### **DO YOU EVER FEEL STRESSED?**

Mos independent restaurateurs would laugh at that question if the truth were not a bit painful. As a startup operator, you should know that entrepreneurship is not for the faint at heart. Now add the numerous stressors unique not only to the restaurant business, but the foodservice industry.

### **It's a People Business**

Many operators agree that people – the both managing employees and satisfying customers – are the single most stress-inducing part of the business.

"When owners and managers are stressed out they often forget the basics of hospitality, like spending time in the dining room 'schmoozing' with the guests, getting valuable feedback, and cementing the relationships," notes consultant Arlene Spiegel, FCSI, of Arlene Spiegel & Associates in New York City.

"It's lonely at the top," Spiegel notes. "Being able to effectively communicate with trusted staff and partners provides a sounding board and some good solutions can evolve. Bottling up the problems and not admitting the need for assistance is a killer."

