

The 90-Day Rule – Decision Log

Instructions

No significant concept change is implemented within 90 days of being proposed. Log each proposed change here. Collect structured evidence over 90 days. Decide from data, not pressure.

Section 1: The Proposal

Proposed Change

Describe the change: menu overhaul, cuisine addition, service model shift, target market pivot, etc.

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Date Proposed

DD / MM / YYYY. The 90-day clock starts today.

date

Source of Pressure

What triggered this idea? A negative review, a competitor, a trend report, a slow week, a conference talk?

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Decision Date (90 days from proposal)

DD / MM / YYYY. No action before this date.

date

Section 2: Evidence Collected During the 90-Day Period

Guest Feedback (multiple weeks)

What are guests actually saying? Track across at least six weeks, not one bad night.

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Sales Data and Patterns

What do the POS numbers show? Revenue trends, cover counts, average spend, daypart performance.

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Staff Observations

What does the team see on the floor? Are they reporting the same problem?

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Competitor Analysis

Has a competitor already made this change? What happened?

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Cost Modelling

What does this change cost to implement? What margin does it need to justify itself?

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Section 3: Decision

Decision at 90 Days

Proceed / Reject / Defer for further evidence. State the reasoning.

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