

Consultant Engagement Brief

Instructions

Complete this brief before engaging any consultant. Any consultant who resists these terms is not confident in the value of their own work.

Section 1: Scope and Deliverables

Scope of Work

Define the exact boundaries. What is included? What is explicitly excluded? A successful engagement is defined by a tightly drafted scope, not an open-ended retainer.

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Specific Deliverables

List every tangible output: engineered menus with verified food cost percentages, localized supply chain matrices, spatial flow diagrams, negotiated vendor contracts, etc.

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Timeline

Start date, milestone dates, final delivery date. Be specific.

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Section 2: Fees and Payment

Fee Structure

Hourly rate, project fee, or retainer. UK/US benchmarks: hourly rates range from 50 to 500 pounds depending on seniority. Concept development: \$20,000–\$40,000 fixed. Monthly PR retainer: \$3,000–\$5,000.

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Payment Terms

Tied to milestone completion. No milestone, no payment. Specify the percentage due at each stage.

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Section 3: Accountability

Success Metrics

How will you measure whether the engagement delivered? Revenue uplift, cost-of-goods reduction, launch date met, measurable operational outcome.

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Intellectual Property Terms

All concepts, recipes, manuals, and operational systems created during the engagement become the exclusive property of the operator upon final payment.

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Exit Clauses

Unilateral termination with 14 days' notice. Payment limited to milestones fully completed at the point of termination.

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Warning Signs of a Failing Engagement

- The consultant focuses on branding and media coverage without linking it to table reservations.
- They rely on generic industry tropes rather than granular local market data.
- They refuse to tie compensation to a defined operational outcome.