restaurateur-persona

restaurateur-em

Philip Van Dael

- Age: 46
- Occupation: General Manager
- Experience: 8 years
- Nationality: Dutch

Bio

A very stern and hardworking individual, Philip has all the managerial experience of control over his subordinates in various fine dining restaurants. He worked his way up from a fast-food cashier, and is now GM at one of the best restaurants in Eindhoven. His organized and calm persona gained him reputation as ‘the calmer’ amidst the chaotic experience that his co-workers experience during busy hours. However, his timid attitude ensures top quality management, and no orders will bypass his security without proper checking, which may slow down operations.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

Interests

- Absolute control
- Consistent employees
- Sustainable work

Goals

- Flawless restaurant operations
- Best Overall Manager
- Equal Satisfaction between customers and staff members

Motivations

- Unorganized table arrangements
- Working/Active Employees
- Plenty of incoming orders

Pain points and frustrations

- Order Errors
- Inconsistent performance from his staff members
- Loud & uncontrollable customers
- Not keeping up to speed with pace of orders