

THE GRAVITY RESTAURANT LEADERSHIP SYSTEM



The Gravity Growth and Sales Building System

A practical operating system for market position, local demand, sales execution, partnerships, conversion, and scalable growth.

OPERATING MANUAL

Published by Thomas Monroe Books
Author: Thomas Butler

Publishing and Use Notice

Copyright 2026 Thomas Monroe Books. All rights reserved. The Gravity Growth and Sales Building System is a component of The Gravity Restaurant Leadership System.

This product is an operational education and management resource. It is not legal, advertising, marketing, privacy, telecommunications, accessibility, employment, tax, accounting, insurance, food-safety, franchise, platform, or financial advice. It does not guarantee sales, profit, market position, platform ranking, review results, or compliance. Restaurants must obtain [qualified review](#) and adapt the system to their actual markets, channels, offers, operations, locations, data practices, and applicable requirements.

GROWTH DEFINITION Sustainable growth creates qualified demand, converts it honestly, delivers the promised experience, and produces verified contribution without breaking service, capacity, trust, or compliance.

Inside This Guide

Part I	Purpose, boundaries, architecture, ownership, and evidence rules
Part II	Market position, local visibility, reputation, and demand generation
Part III	Sales pipeline, offers, campaigns, conversion, catering, events, and partnerships
Part IV	Measurement, experiments, scale decisions, installation, tools, and official sources

The Management Problem This System Solves

Restaurants often try disconnected promotions, social posts, discounts, events, and sales outreach without a shared market choice, [qualified pipeline](#), financial guardrail, operating-capacity check, or learning [record](#). Activity rises, but the restaurant cannot tell which work created sustainable demand, which promises can be fulfilled, or what should be repeated.

CENTRAL STANDARD No growth action is complete until its audience, promise, permission path, capacity, economics, owner, evidence, and next decision are controlled.

The operating loop

1. Establish the [baseline](#) and choose a market, guest segment, occasion, and growth [objective](#).
2. Create accurate visibility and a clear value proposition supported by [evidence](#).
3. Move qualified opportunities through one controlled sales and conversion process.
4. Verify operating capacity, relationship permission, risk, and contribution before launch or promise.
5. Review results, correct the system, and scale only repeatable practices.

What this system is not

- It is not a second CRM. Individual contact, permission, suppression, preference, and outreach records remain in GRV-R.
- It is not a second profitability system. Contribution, margin, break-even, and financial [verification](#) remain in GRV-P.
- It is not a promise that every channel, campaign, offer, or partnership should be used.
- It is not permission to manipulate reviews, fabricate scarcity, hide material relationships, or make claims the restaurant cannot prove.

1. System Architecture

Thirty tools are organized into six operating areas. Every tool uses controlled IDs, named ownership, source dates, status language, review dates, and evidence-based decisions.

SYSTEM IDENTITY Use GRV-G01 through GRV-G30 as the official tool IDs. Detailed personal records belong in GRV-R; growth records use opportunity IDs, campaign IDs, account IDs, and aggregate evidence.

Market position and growth strategy

- Baseline and opportunity audit
- Trade-area evidence
- Segment and occasion choices
- Competitive position
- Annual goals and priorities

Local visibility and demand generation

- Discovery testing
- Listing [control](#)
- Honest reputation growth
- Local content
- Community presence

Sales pipeline and revenue development

- Opportunity pipeline
- Qualification
- Needs discovery
- Proposals and follow-up
- Lost-sale learning

Offers, campaigns, and conversion

- Offer guardrails
- Campaign approvals
- Channel execution
- Conversion paths
- Results decisions

Catering, events, and partnerships

- Catering development
- Event sales
- Local accounts
- Community partnerships
- Referral alliances

Measurement, scaling, and renewal

- Weekly review
- Funnel scorecard
- Experiments
- Replication tests
- Annual renewal

2. Boundaries and System Connections

The Growth and Sales Building System coordinates demand creation, but it does not replace the systems that control relationships, profit, service, standards, risk, people, food, or training.

BOUNDARY RULE Growth may propose. The owning system must approve its controlled subject before launch, sale, or scale.

GRV-R - Guest Relationship

- Owns individual guest and prospect identity, consent, channel permission, suppression, preferences, contact history, review response, and follow-up records.
- Growth tools may reference a GRV-R record ID but should not duplicate unnecessary personal information.

GRV-P - Performance & Profitability

- Owns contribution, margin, offer economics, channel profitability, event profitability, break-even, and financial verification.
- Every material offer, campaign, account, or event proposal must use approved GRV-P definitions.

Service, capacity, food, and training

- GRV-S verifies that the promised guest experience can be delivered.
- GRV-C verifies staffing and labor capacity.
- GRV-F verifies product cost, availability, and execution.
- GRV-T controls role training and completion evidence.

Standards, intelligence, and continuity

- GRV-I controls source [authority](#), platform/legal monitoring, versions, evidence rules, and approved change.
- GRV-RC controls material growth risks, dependencies, response, and continuity plans.

3. Roles and Decision Rights

One person may hold several roles, but every record must still identify the owner of the next result and the approver of material commitments.

OWNERSHIP RULE A channel, department, agency, or platform cannot own the next result. Use one named person and one dated next action.

Owner

- Approves growth priorities, budget, market choices, high-impact partnerships, offer authority, and scale decisions.
- Reviews strategic risk and contribution with the GM.

General manager

- Owns operating feasibility, weekly review, cross-system approvals, and corrective actions.
- Stops growth work that compromises service, safety, trust, staffing, or profitability.

Growth owner

- Maintains the growth plan, visibility evidence, campaign decisions, funnel scorecard, experiments, and roadmap.
- Does not bypass GRV-R permission or GRV-P financial control.

Sales, catering, and event owner

- Qualifies opportunities, conducts discovery, controls proposals, maintains next steps, and completes the operating handoff.

Digital or marketing owner

- Maintains accurate profiles, channel plans, content, conversion paths, tracking, and platform compliance evidence.

Operations reviewers

- Finance, service, staffing, food, technology, standards, and risk owners approve or reject the part of the promise they control.

4. Evidence, IDs, and Data Standards

The system must distinguish verified facts from estimates, interpretations, and untested assumptions.

TRUTH RULE When the source, time period, definition, or limitation is unknown, mark the result unverified and do not use it as proof.

ID conventions

- Opportunities: OPP-YYYY-####
- Campaigns: CMP-YYYY-##
- Offers: OFF-YYYY-##
- Experiments: EXP-YYYY-##
- Accounts: ACC-####
- Actions: GA-YYYY-####

Evidence standards

- Record the source, date, owner, and known limitation for market and performance evidence.
- Label estimates and do not silently convert them into actual results.
- Use the same funnel stage, value, probability, and conversion definitions across tools.
- Retain links or controlled references to supporting evidence.

Data restraint

- Keep detailed names, emails, phone numbers, consent, and outreach history in GRV-R.
- Use aggregate market data and controlled IDs in this system.
- Do not collect protected, sensitive, or unrelated information to improve targeting.
- Secure exports and delete uncontrolled copies according to the restaurant's approved policy.

5. Market Baseline and Trade-Area Choice

Growth begins with a realistic baseline and a market definition that reflects how guests actually reach, choose, and use the restaurant.

Build the baseline

- Reconcile sales, traffic, average check, channel mix, daypart, capacity, lead, conversion, and contribution evidence.
- Identify missing or conflicting definitions before setting a target.
- Separate structural capacity constraints from demand gaps.

Profile the trade area

- Use current population, household, workforce, employer, institution, housing, tourism, event, access, and competitor evidence where relevant.
- Map primary and secondary areas by practical travel behavior rather than an arbitrary radius alone.
- Identify demand generators and access barriers by daypart and occasion.

Choose the opportunity

- Name one priority guest segment and occasion.
- State the unmet need or decision factor.
- Confirm that the restaurant has a credible offer and capacity.
- Assign a measurable 90-day action before adding more research.

6. Segment, Occasion, and Position

A useful target is a specific group in a specific situation with a reason to choose the restaurant and a realistic path to reach it.

POSITION TEST A differentiation statement is useful only when a guest can recognize it and the restaurant can deliver it repeatedly.

Segment by decision

- Define the occasion, need, timing, barriers, decision factors, and value potential.
- Avoid stereotypes and sensitive inference.
- Prioritize segments the restaurant can serve consistently and reach honestly.

Position with proof

- Compare the restaurant with the alternatives guests actually consider.
- Translate broad claims such as quality, value, or hospitality into observable evidence.
- Remove claims that are outdated, exaggerated, or operationally unsupported.

Strategy choice

- Choose a limited set of growth bets, channel roles, milestones, and stop rules.
- State what the restaurant will not pursue during the period.
- Connect every [goal](#) to a GRV-P contribution definition and an operating-capacity check.

7. Local Visibility and Listing Control

Local discovery is an operating asset. Accuracy, verification, accessibility, and a working action path matter before additional promotion.

Discovery test

- Test priority searches and discovery paths as a guest would.
- Verify name, location, phone, hours, menu, reservation, ordering, access, and contact information.
- Confirm that the promise and current experience match.

Local ranking discipline

- Improve relevance through accurate categories, attributes, content, and complete information.
- Maintain the profile and respond to legitimate questions and reviews.
- Do not claim control over distance or guarantee placement in platform results.

Listing governance

- Assign an account owner and [recovery](#) access.
- Record profile IDs, verification state, change dates, evidence links, and next review.
- Update holiday hours and material operating changes before guests encounter an error.

8. Honest Reputation and Local Content

Reputation growth should increase honest feedback, accurate expectations, responsible response, and operating learning.

TRUST RULE The objective is not a perfect-looking reputation. It is an honest reputation the restaurant can learn from and sustain.

Review acquisition

- Request reviews from actual guests using a consistent, neutral rule.
- Do not ask only guests expected to be positive.
- Do not buy or create fake reviews, followers, or influence.
- Do not condition an incentive on positive sentiment.
- Disclose incentives or material relationships when required and permitted.

Reputation roles

- GRV-G owns request strategy, platform visibility, aggregate themes, and growth learning.
- GRV-R owns individual review response, guest recovery, permissioned follow-up, and suppression.
- Material themes become service or corrective actions in the owning system.

Content standard

- Every item identifies audience, occasion, guest value, claim evidence, owner, channel, action, and [approval](#).
- Current hours, prices, availability, accessibility, and offer terms must be accurate.
- Community and partner content must disclose material relationships when required.

9. Sales Pipeline and Qualification

The pipeline is a control system for decisions and next actions, not a list of names or optimistic values.

PIPELINE TRUTH An opportunity without a qualified need, owner, stage, and next action is not active pipeline.

Pipeline stages

- New
- Qualified
- Discovery
- Proposal
- Decision pending
- Booked/won
- Lost
- Nurture

Qualification standard

- Confirm occasion, outcome, volume, timing, budget, decision process, operating fit, financial fit, risk, and information gaps.
- Use an opportunity ID and store detailed contact records in GRV-R.
- Decline or nurture poor-fit opportunities instead of inflating the active pipeline.

Value and probability

- Use approved value definitions.
- Assign probability by stage or documented evidence, not seller optimism.
- Weighted value supports planning but is not booked revenue.
- Every active opportunity requires a dated next action.

10. Discovery, Proposal, and Follow-Up

Sales quality depends on understanding the buyer's outcome and controlling every promise through approval and handoff.

Needs discovery

- Ask about the occasion, desired outcome, guests, must-haves, constraints, timing, budget, decision participants, and decision date.
- Summarize the need and confirm understanding.
- Do not promise capacity, menu, price, access, or service details before verification.

Proposal control

- Use the approved price source and version.
- State [scope](#), inclusions, exclusions, assumptions, terms, expiration, and responsible owner.
- Obtain operations and GRV-P approval for material promises.
- Connect the booked record to the operating handoff.

Follow-up

- Agree on the next step and date rather than repeatedly checking in without value.
- Respect permission and reasonable [frequency](#).
- Record lost reasons using the buyer's evidence when available.
- Review patterns monthly and correct controllable causes.

11. Offer, Campaign, and Conversion Controls

Promotion is only one form of growth. Every offer and campaign must pass relationship, financial, operating, accessibility, platform, and evidence checks.

CAMPAIGN RULE A channel result is useful only when the restaurant can trace it to a defined audience, action, conversion, contribution, and operating impact.

Offer guardrails

- Define guest value and business objective.
- Verify price, contribution, capacity, exclusions, redemption cap, authority, and staff readiness.
- Use clear start/end dates and stop rules.
- Do not rely on fabricated urgency, hidden terms, or uncontrolled discounting.

Campaign approval

- Name the audience, channel, message, claim proof, call to action, budget, owner, tracking, and decision date.
- GRV-R must verify permission, suppression, opt-out, and frequency controls for direct contact.
- Email and text requirements vary by message, technology, consent, jurisdiction, and current law; obtain qualified review.

Conversion path

- Test message match, offer clarity, mobile performance, accessibility, trust cues, speed, contact details, and successful completion.
- Correct broken or misleading paths before increasing traffic.
- Measure the full path, not only clicks or reach.

12. Catering, Events, Accounts, and Partnerships

These channels grow through fast ownership, a repeatable offer, a credible handoff, and disciplined relationship development.

Catering and events

- Choose priority buyers and occasions.
- Define products, minimums, lead times, service model, delivery/setup, capacity, and profitability.
- Control inquiry response, discovery, proposal, deposit/terms, handoff, fulfillment, follow-up, and renewal.

Local accounts

- Develop repeatable needs and approved value for businesses, institutions, associations, teams, schools, and community organizations where appropriate.
- Reference detailed contacts in GRV-R and keep account strategy in GRV-G.
- Track cadence, opportunities, contribution, service issues, and renewal decisions.

Partnerships and referrals

- Define reciprocal value, cost, commitments, attribution, disclosure, permission, handoff, service [standard](#), and review date.
- Do not exchange contact data without an approved lawful basis and appropriate permission.
- Reject partnerships that create misleading endorsements, unsafe demand, unmanaged obligations, or weak brand fit.

13. Funnel, Metrics, and Weekly Review

Metrics are management questions expressed as consistent evidence. They are useful only when definitions, periods, sources, and decisions are clear.

METRIC RULE Never present a growth percentage, conversion rate, pipeline value, campaign result, or return measure without its definition, time period, source, and known limitations.

Core funnel

- Visibility or reach
- Response or inquiry
- Qualified opportunity
- Proposal or defined conversion step
- Booking or conversion
- Sales and contribution

Core controls

- Qualified pipeline value and weighted value
- Stage conversion rates and cycle time
- Proposal aging and lost reasons
- [Campaign conversion](#) and contribution
- Catering/event/account pipeline
- Offer guardrail failures
- Overdue actions and reviews

Weekly review sequence

- Verify the data cutoff and definitions.
- Review exceptions and the largest funnel leak.
- Decide the next action for priority opportunities, campaigns, events, and experiments.
- Resolve cross-system approvals and blockers.
- Assign owners, due dates, evidence, and [escalation](#).

14. Experiments, Scaling, and Renewal

A successful result becomes a scalable practice only after the restaurant can explain, repeat, support, and verify it.

SCALE RULE One strong result is evidence for another controlled test, not automatic permission to expand.

Experiment standard

- State a falsifiable hypothesis, baseline, change, primary measure, safeguards, minimum evidence, owner, and dates.
- Change one important variable when practical.
- Record limitations and unintended operating effects.
- Choose adopt, revise, retest, or stop.

Replication test

- Document the steps, inputs, training, timing, system dependencies, costs, capacity, service standard, and verification method.
- Run a controlled [pilot](#) in another period or location.
- Confirm GRV-P economics and operating quality before expansion.

Annual renewal

- Protect proven practices.
- Retire weak, duplicate, outdated, or vanity work.
- Choose a small number of priorities for the next 180 days.
- Reset owners, milestones, budgets, review dates, and stop rules.

15. 90-Day Installation Plan

Install the system in phases so leaders can use the evidence and cadence before volume expands.

Days 1-30 - baseline and control

- Approve boundaries, IDs, definitions, roles, permission paths, financial rules, capacity gates, and official sources.
- Launch GRV-G01, G02, G03, G04, G05, G11, G26, and G30.
- Clean current listings and active pipeline records.

Days 31-60 - visibility and conversion

- Launch G06 through G10 and G12 through G20.
- Correct inaccurate discovery paths before increasing promotion.
- Run the first weekly review and monthly funnel scorecard.

Days 61-90 - channels and learning

- Launch G21 through G29 based on real priorities.
- Complete one controlled growth experiment and one lost-sale review.
- Decide what to continue, change, stop, or prepare for replication.

Advance only when

- Active records have owners and dated next actions.
- GRV-R permission and GRV-P financial controls are working.
- Capacity and service checks occur before promises.
- The scorecard reconciles to approved sources and definitions.

16. Complete Tool Directory

Tool	Area / owner / frequency
GRV-G01 Growth Baseline & Opportunity Audit	Market Position & Growth Strategy Owner: GM/Owner Frequency: Quarterly
GRV-G02 Market & Trade Area Profile	Market Position & Growth Strategy Owner: Growth Owner Frequency: Semiannual
GRV-G03 Guest Segment & Occasion Map	Market Position & Growth Strategy Owner: Growth Owner Frequency: Quarterly
GRV-G04 Competitive Position & Differentiation Review	Market Position & Growth Strategy Owner: GM/Owner Frequency: Quarterly
GRV-G05 Annual Growth Strategy & Revenue Goal Map	Market Position & Growth Strategy Owner: Owner/GM Frequency: Annual; monthly review
GRV-G06 Local Visibility & Discovery Audit	Local Visibility & Demand Generation Owner: Growth Owner Frequency: Monthly
GRV-G07 Local Listing & Search Presence Control	Local Visibility & Demand Generation Owner: Digital Owner Frequency: Monthly and at change
GRV-G08 Reputation & Review Growth Plan	Local Visibility & Demand Generation Owner: GM/Growth Owner Frequency: Monthly
GRV-G09 Local Content & Promotion Calendar	Local Visibility & Demand Generation Owner: Marketing Owner Frequency: Monthly
GRV-G10 Community Presence & Local Outreach Planner	Local Visibility & Demand Generation Owner: GM/Growth Owner Frequency: Monthly
GRV-G11 Sales Channel & Opportunity Pipeline	Sales Pipeline & Revenue Development Owner: Sales Owner Frequency: Weekly
GRV-G12 Lead Qualification & Priority Worksheet	Sales Pipeline & Revenue Development Owner: Sales Owner Frequency: At qualification
GRV-G13 Sales Conversation & Needs Discovery Guide	Sales Pipeline & Revenue Development Owner: Sales/Event Owner Frequency: Per qualified opportunity

Tool	Area / owner / frequency
GRV-G14 Proposal, Quote & Follow-Up Planner	Sales Pipeline & Revenue Development Owner: Sales/Event Owner Frequency: Per proposal
GRV-G15 Lost Sale, Objection & Conversion Review	Sales Pipeline & Revenue Development Owner: Sales Owner Frequency: Weekly/monthly
GRV-G16 Offer Strategy & Guardrail Worksheet	Offers, Campaigns & Conversion Owner: GM/Growth Owner Frequency: Per offer
GRV-G17 Campaign Brief & Approval Plan	Offers, Campaigns & Conversion Owner: Marketing Owner Frequency: Per campaign
GRV-G18 Channel-Specific Campaign Planner	Offers, Campaigns & Conversion Owner: Marketing Owner Frequency: Per channel/campaign
GRV-G19 Conversion Path & Landing Experience Review	Offers, Campaigns & Conversion Owner: Growth/Digital Owner Frequency: Per campaign; quarterly
GRV-G20 Campaign Results & Next-Best-Action Review	Offers, Campaigns & Conversion Owner: Growth Owner Frequency: Per campaign
GRV-G21 Catering Sales Development Plan	Catering, Events & Partnerships Owner: Catering Owner Frequency: Quarterly
GRV-G22 Private Dining & Event Sales Planner	Catering, Events & Partnerships Owner: Event Owner Frequency: Weekly
GRV-G23 Local Business & Organizational Account Plan	Catering, Events & Partnerships Owner: Sales Owner Frequency: Monthly
GRV-G24 Community Partnership & Sponsorship Review	Catering, Events & Partnerships Owner: GM/Owner Frequency: Per opportunity
GRV-G25 Referral & Strategic Alliance Plan	Catering, Events & Partnerships Owner: Growth Owner Frequency: Quarterly
GRV-G26 Weekly Growth & Sales Review	Measurement, Scaling & Renewal Owner: GM/Growth Owner Frequency: Weekly
GRV-G27 Growth Funnel & Conversion Scorecard	Measurement, Scaling & Renewal Owner: Growth Analyst/GM Frequency: Monthly

Tool	Area / owner / frequency
GRV-G28 Growth Experiment & Learning Log	Measurement, Scaling & Renewal Owner: Growth Owner Frequency: Per experiment
GRV-G29 Scalable Growth Playbook & Replication Test	Measurement, Scaling & Renewal Owner: Owner/Operations Frequency: Per scale decision
GRV-G30 Annual Growth Renewal & 180-Day Roadmap	Measurement, Scaling & Renewal Owner: Owner/GM Frequency: Annual

17. Official Source and Compliance References

These sources support the system's general market-research, local-discovery, advertising, communication, review, endorsement, and accessibility guardrails. Requirements and platform features change. Use GRV-I to monitor source authority and obtain qualified review for actual practices.

Reference	Official URL
FTC - Advertising and Marketing Basics	https://www.ftc.gov/business-guidance/advertising-marketing/advertising-marketing-basics
FTC - Online Advertising and Marketing	https://www.ftc.gov/business-guidance/advertising-marketing/online-advertising-marketing
FTC - CAN-SPAM Act: A Compliance Guide for Business	https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business
FTC - Consumer Reviews and Testimonials Rule Q&A	https://www.ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers
FTC - Endorsement Guides Q&A	https://www.ftc.gov/business-guidance/resources/ftc-endorsement-guides-what-people-are-asking
FCC - Stop Unwanted Robocalls and Texts	https://www.fcc.gov/consumers/guides/stop-unwanted-robocalls-and-texts
Google Business Profile Help	https://support.google.com/business/?hl=en
Google - Tips to Improve Local Ranking	https://support.google.com/business/answer/7091?hl=en

Reference	Official URL
Google - Manage Customer Reviews	https://support.google.com/business/answer/3474050?hl=en
U.S. Department of Justice - Web Accessibility Guidance	https://www.ada.gov/resources/web-guidance/
U.S. Census Bureau - Census Business Builder	https://www.census.gov/data/data-tools/cbb.html
U.S. Census Bureau - data.census.gov	https://data.census.gov/
U.S. Small Business Administration - Plan Your Business	https://www.sba.gov/counseling/plan-your-business/
FINAL OPERATING STANDARD Choose the market deliberately, make an honest promise, qualify the opportunity, control the handoff, verify contribution, learn from evidence, and scale only what the restaurant can repeat.	

Linked Glossary

Select linked terms in the digital manual to move to their definitions. Definitions describe how the Gravity System uses each term; they do not replace qualified legal, regulatory, financial, safety, employment, or professional interpretation.

Accountable owner (GLOSS-001)

The person ultimately responsible for ensuring that a required result is achieved. Work may be assigned to others, but accountability remains with this person.

Action owner (GLOSS-002)

The person assigned to complete a specific action, provide the required evidence, and report its status by the due date.

Approval (GLOSS-005)

A documented decision by a person with the authority to accept, reject, release, or change a defined item.

Approved version (GLOSS-006)

The currently authorized form, standard, process, workbook, or document identified through version control.

Authority (GLOSS-009)

The legitimate right to make, approve, stop, escalate, or change a decision within defined limits.

Baseline (GLOSS-012)

The documented starting condition used to compare later performance, adoption, risk, or results.

Campaign conversion (GLOSS-017)

Campaign conversions divided by reach/delivered.

Used primarily in: Growth & Sales Building

Closeout (GLOSS-018)

The documented decision that an action, issue, incident, or implementation is complete, including evidence, verification, date, and remaining follow-up.

Control (GLOSS-022)

A designed action, rule, approval, check, restriction, or record intended to prevent, detect, correct, or contain an unacceptable result.

Corrective action (GLOSS-026)

A documented response intended to eliminate, reduce, or control the cause of a confirmed problem, with an owner, due date, evidence, and effectiveness review.

Decision rights (GLOSS-029)

The defined boundaries identifying who may decide, approve, recommend, perform, stop, or escalate a matter.

Escalation (GLOSS-034)

A controlled transfer of a decision or issue to a person with greater authority, expertise, or responsibility because a threshold, deadline, risk, or boundary has been reached.

Evidence (GLOSS-036)

Reliable information showing what occurred, what was decided, whether a requirement was met, or whether a result was achieved.

Exception (GLOSS-038)

An approved, limited, and time-bound departure from a standard, supported by authority, rationale, compensating controls, and review.

Experiment lift (GLOSS-040)

Result minus baseline divided by baseline; interpret with test limitations.

Used primarily in: Growth & Sales Building

Frequency (GLOSS-043)

The required completion rhythm for a control or tool, such as per event, daily, weekly, monthly, quarterly, annually, or when a defined change occurs.

Goal (GLOSS-044)

A defined result the restaurant intends to achieve, supported by scope, ownership, measures, timing, and acceptance criteria.

Gravity standard (GLOSS-045)

An approved Gravity requirement or operating expectation that remains subordinate to applicable law, regulation, official authority, contract, and platform rules.

Implementation (GLOSS-047)

The controlled process of turning an approved goal or standard into configured tools, trained behavior, operating practice, evidence, verification, and sustainment.

Listing readiness (GLOSS-055)

All required listing accuracy and ownership controls complete.

Used primarily in: Growth & Sales Building

Metric (GLOSS-061)

A defined measurement calculated from identified data using an approved formula, period, scope, source, and interpretation rule.

Objective (GLOSS-063)

A specific result or condition that supports a larger goal and can be evaluated through defined evidence.

Offer guardrail failure (GLOSS-064)

Offer missing any required financial, capacity, authority, staff, tracking, or exclusion control.

Used primarily in: Growth & Sales Building

Overdue action (GLOSS-070)

Open action with due date before today.

Used primarily in: Growth & Sales Building, Manager Development

Pilot (GLOSS-072)

A limited, controlled test used to identify defects, resource needs, training gaps, and evidence before wider rollout.

Pipeline coverage (GLOSS-073)

Weighted pipeline divided by approved quarterly goal.

Used primarily in: Growth & Sales Building

Qualified pipeline (GLOSS-074)

Estimated value for records with Qualified? = Yes.

Used primarily in: Growth & Sales Building

Qualified review (GLOSS-075)

Review by a person with the required professional knowledge, organizational authority, license, certification, or subject-matter responsibility.

Record (GLOSS-080)

Retained information documenting an input, action, decision, approval, exception, result, or verification.

Recovery (GLOSS-081)

The controlled restoration of operations, technology, records, facilities, finances, staffing, or other capabilities after disruption.

Scope (GLOSS-092)

The defined locations, roles, activities, records, time period, systems, and exclusions covered by a decision or implementation.

Standard (GLOSS-095)

An approved requirement or expectation used to guide work and evaluate conformance.

System owner (GLOSS-097)

The person accountable for the integrity, current version, controls, evidence, performance, and renewal of a defined system.

Trigger (GLOSS-100)

A defined event, condition, threshold, date, or signal that requires a tool, review, decision, action, or escalation.

Verification (GLOSS-103)

A fact-based check confirming that a required action occurred and met the defined acceptance criteria.

Version control (GLOSS-104)

The method used to identify, approve, release, replace, archive, and trace changes to controlled materials.

Weighted pipeline (GLOSS-106)

Estimated value multiplied by stage probability.

Used primarily in: Growth & Sales Building