

Robert Ancill of The Next Idea to be Featured on CUTV News Radio

CANOGA PARK, CALIFORNIA, UNITED STATES, April 23, 2018

[/EINPresswire.com/](http://EINPresswire.com/) -- A restaurant is a living, breathing business. There's the product, the food, but there is also a human side with staffing and management. Both must be in harmony to deliver the emotional experience that brings customers back again and again.

As an authority on restaurants, both domestically and internationally, Robert Ancill is considered one of world's leading restaurant consultants. Ancill is the co-founder and CEO of The Next Idea, a high energy, innovative international restaurant consulting and management group specializing in new restaurant concepts, re-positioning, cost efficiency, restaurant franchising, strategy and international growth.



"We're not the traditional consultant," says Ancill. "We're not going to just issue a report and say have a great day. We do far more. Staff training and food handling are all critical components to us, but really what's important is presentation, environment, and the experience from the graphics, the menu, the uniforms and staff to guest interaction."

From fine dining to fast casual, The Next Idea has overseen the launch of over 89 new brands and 800 restaurant and cafés around the world. Much of The Next Idea's success, says Ancill, can be attributed to its unique, human data-driven approach.

"Human Data has always been really important, but especially so when you're dealing with distressed restaurants or restaurants that should be doing better but they're not," explains Ancill. "If we diagnose incorrectly, we're going to give the wrong medicine, with horrible results, so we simply must get it right."

"We tend to assume that the client knows more about their business than we do," says Ancill. "We will educate when they ask us to. We will use data to corroborate what we're suggesting. Some might say that's education; others might say that's just doing your job. Either way, that's The Next Idea's approach."

Still, while The Next Idea excels with its analytical approach, execution requires something more

human: the ability to convert data into tactical strategy.

“Our mantra is ‘Nothing is easy,’” says Ancill. “We all really enjoy what we do, but the thing is we're never confident, and that makes us try harder. How are our clients doing? Is our research correct? Are we ahead of market? Are the sales growing? Is the public accepting the concept? Is the media? Are sales growing? I think our name is pretty apt. It's all about continually questioning ourselves and the process. What is the next idea?”

CUTV News Radio will feature Robert Ancill in an interview with Jim Masters on April 25th at 1pm EDT.

Listen to the show on [BlogTalkRadio](#).

If you have a question for our guest, call (347) 996-3389.

For more information on The Next Idea, visit www.thenextidea.net

Lou Ceparano
CUTV News
(631) 850-3314
email us here



This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

