

THE
NEXT COURSE

COLLECTIVE

A HOSPITALITY GROWTH CONSULTACY

WHAT'S NEXT
STARTS HERE.

BRAND BOOK
2026



WHO WE ARE

WE HELP HOSPITALITY BRANDS FIND OUT WHAT'S NEXT-AND **BUILD IT.**

The Next Course Collective is a hospitality growth consultancy built for brands navigating moments of change.

TURNAROUND. TRANSFORMATION. GROWTH. SCALE.

We connect brand, operations, finance technology to turn complexity into clear strategy and measurable action.

TAFFERS TAVERN - 90 DAY NRO GROWTH SPRINT





WHAT WE BELIEVE

MARKETING DOESN'T GROW RESTAURANTS. BUSINESSES DO.

Brand creates preference.
Marketing creates demand.
Operations delivers promise.

But sustainable growth happens when
brand, operations, finance, technology and people
move together.

GROWTH HAPPENS WHEN THE PIECES CONNECT.

THE MOMENTS WE OWN

WHEN IS IT TIME FOR THE NEXT COURSE?

- Traffic has stalled.
- The brand has lost relevance.
- Growth has outpaced the systems.
- You've acquired something new.
- You're preparing to scale.
- Marketing is busy- but business isn't growing.
- You know something needs to change. You're just not sure what.

THAT'S WHERE WE COME IN.



STABILIZE.
SYSTEMATIZE.
OPTIMIZE.
SCALE.

A CLEAR PATH
FOR HEALTHIER
HOSPITALITY
BUSINESSES.

01

STABILIZE

Fix what's holding
the business back.

02

SYSTEMATIZE

Build the engine.

03

OPTIMIZE

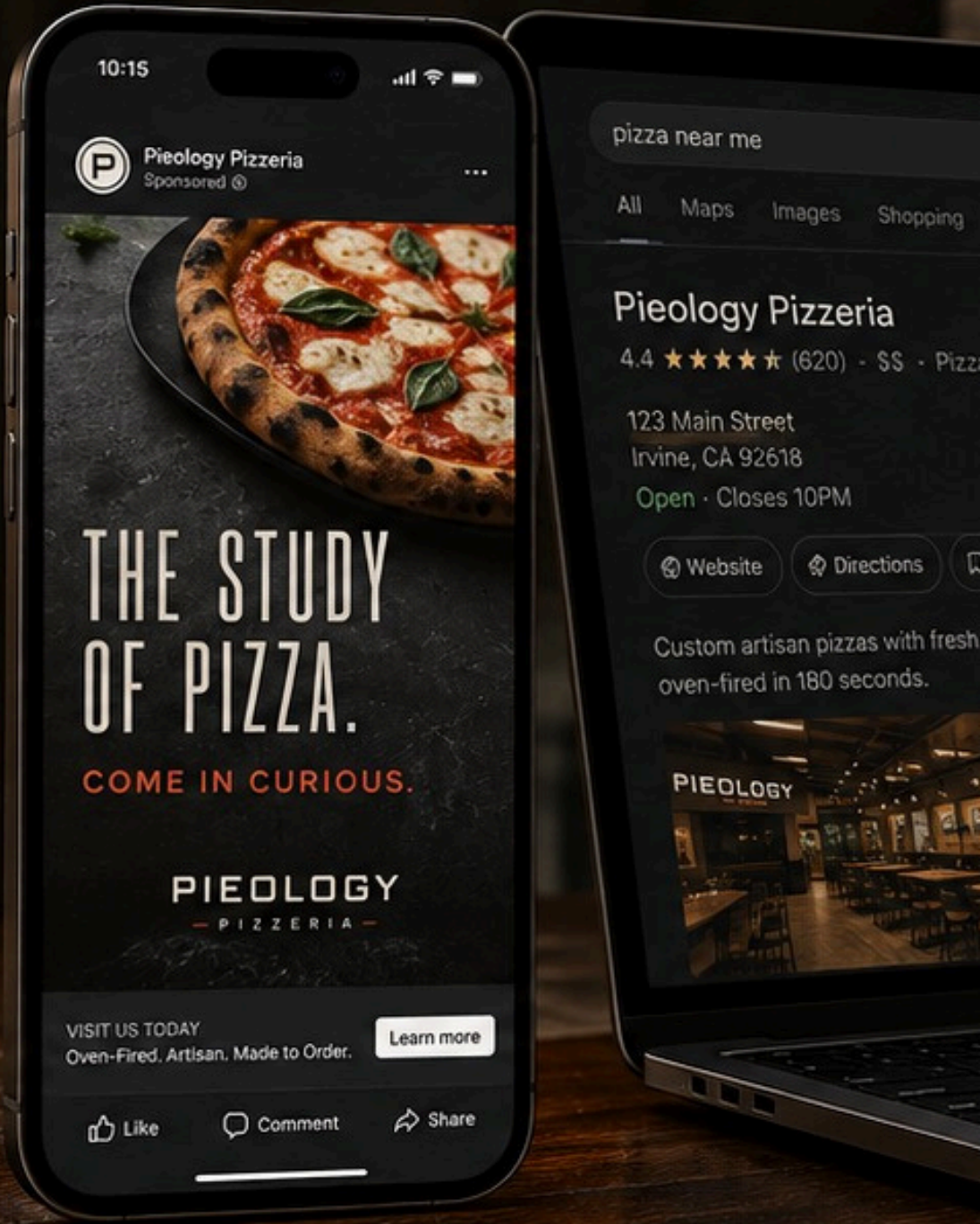
Make what's working
work harder.

04

SCALE

Build for what's
next.

CLARITY → ACTION → MOMENTUM



WHAT WE DO

DIFFERENT PROBLEMS. DIFFERENT SOLUTIONS.



FRACTIONAL CMO

Lead what's next.

Senior leadership.
Strategy. Teams.
Budgets. Performance.



BRAND RESET

Refine what's next.

Positioning.
Messaging. Experience.
Activation.



90- DAY GROWTH SPRINT

Unlock what's next.

Diagnose. Prioritize.
Activate. Measure.



STRATEGIC ADVISORY

Build for what's next.

Acquisitions.
Turnarounds.
Expansion.
Portfolio strategy.

REAL STRATEGY. REAL EXPERIENCE. REAL RESULTS.



BRIO ITALIAN GRILLE: FRACTIONAL CMO



HOW WE SHOW UP

BOARDROOM CREDIBLE. RESTAURANT FLOOR COMFORTABLE.



SMART.

Not academic.



CONFIDENT.

Not arrogant.



DIRECT.

Not abrasive.



ENERGETIC.

Not chaotic.



APPROACHABLE

Not casual.

SAY SOMETHING WORTH SAYING.
THEN SAY IT CLEARLY.

BUILT IN HOSPITALITY



BOKA
RESTAURANT
GROUP
NORDSTROM



WE'VE BEEN ON
ALL SIDES OF THE
TABLE.

OPERATOR. OWNER. FRANCHISEE. EXECUTIVE. CONSULTANT.

“

“Erin brings a rare combination of strategic clarity, operational understanding and creative leadership. She doesn’t just make brands look better– she makes them perform better.”

SCOTT TAYLOR, CEO R&R BRANDS

LET'S TALK

GOOD IDEAS MAKE GREAT HOSPITALITY.

LET'S BUILD WHAT'S NEXT.



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