



L3 LEADERSHIP PODCAST

Episode #244: Becoming World Class Entrepreneurs Marketers and Event Planners with Kay and Shi

L3Leadership.org/episode244

ABOUT KAY AND SHILA:

Sister entrepreneurs Kay and Shi are the owners of the Squeeze In Restaurant Group. The duo helped grow Squeeze In from a family restaurant into a national brand that serves millions of guests in 12 locations across four states and generates 10 million dollars in annual revenue. The sisters are recognized for their unique marketing strategies and, as appointed marketing faculty of the John Maxwell Team, share their business journey and expertise to help others grow and progress.

RESOURCES:

- [From Rags to Restaurants: The Secret Recipe by Misty Young](#)
- [The 21 Indispensable Qualities of a Leader by John Maxwell](#)

CONNECT WITH KAY & SHILA:

- [Squeeze In Restaurant Group](#)
- [Mentorship Quest Podcast](#)
- [Kay and Shi on Instagram](#)
- [Kay and Shi on Twitter](#)
- [Kay and Shi on Facebook](#)
- [Kay Salerno on LinkedIn](#)
- [Shila Morris on LinkedIn](#)

KEY TAKEAWAYS:

Today, Kay and Shi join me to share their lives as entrepreneurs and the secrets to planning world-class events. They illustrate how they became part of the family business and explain how they evolved as the leaders that they are today. They describe how John Maxwell's book, *The 21 Indispensable Qualities of a Leader*, helped develop their leadership skills and transform their restaurant company. They also reveal the biggest mistakes first-time event planners make, as well as underscore the importance of visualizing an event from the perspective of an attendee.

- How Kay and Shi became part of and helped grow their family business
- Developing leadership skills and why leaders are made and not born
- How John Maxwell inspired Kay and Shi to become leaders and expand their business
- The impact of focusing on people, systems, and efficiencies and how they helped scale Squeeze In
- How Kay and Shi invest in their employees and why it's difficult for smaller businesses to invest in people and culture
- How Kay and Shi developed their marketing and event planning skills
- How to organize and plan a world-class event and the importance of focusing on attendee experience
- The biggest mistakes first-time event planners make
- How to assess an organization's marketing success
- How Kay and Shi maintain work-life balance and avoid burnout

Thanks for tuning into this week's episode of the L3 Leadership Podcast. If you enjoyed this episode, please head over to Apple Podcasts, Stitcher, or Google Play to subscribe and leave us a rating and review.