



“THE SPIRIT OF HOSPITALITY”

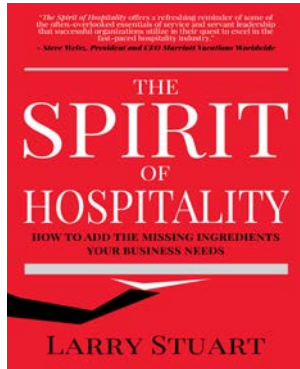
THURSDAY, JANUARY 17th, 2019 ~ 11am to 12pm & 2pm to 3pm

Hospitality doesn't start at the restaurant or hotel or airline. It starts at home. In every day life. Because life is all about being hospitable. Some, like E.M. Statler, would call it a life of service. The spirit of hospitality is caught, not taught. There's no such thing as turning on the hospitality. You either own it and walk it, or you don't. The motivation behind walking in the spirit of hospitality and offering that to another person comes from the heart. One intentionally provides an act of kindness. It's the difference between the server who is only going through the motions versus the one who approaches their table with a sincere smile and provides the best service because their passionate about their job and enjoy interacting with the guests they serve.

GUEST SERVICE DELIVERABLES

- 1. HIRE A Smile, Positive Attitude & Enthusiastic Passionate Spirit.**
- 2. WELCOME Guests with a Smile, Eye Contact & Greet by Name.**
- 3. SERVE Guests Unconditionally & Win Their Hearts.**
- 4. PROVIDE Immediate Service Recovery when Necessary.**
- 5. EXPRESS Gratitude by Thanking Every Guest Every Time.**
- 6. INVEST In Building Relationships not Transactional Exchanges.**
- 7. EXEMPLIFY “The Spirit of Hospitality” In Everything You Do.**

An Excerpt from *The Spirit of Hospitality*



- * **LOVE** *Your Customers*
- * **SERVE** *Them Unconditionally*
- * **WIN** *Their Hearts*

Whether in hospitality or any other service-related business (retail, healthcare, hairdresser, construction, etc.) where crew members are interacting with guests, from a Human Resources standpoint, it's imperative that leadership first identify individuals who possess the spirit of hospitality. Then, train them until they own the necessary skill sets to perform their job thoroughly and professionally, with the end goal of raising up servant leaders who can do the work with little or no direct supervision. It's not an easy task, for sure. But, as we say at Larry Stuart Hospitality, "An idea is worth a buck. Making it happen is worth a million."

As leaders, it's important that we set the culture at the company so that everything we do resembles putting others before ourselves. This flows from genuinely caring about those we come in contact with (both internal guests and external), and it must be at the core of what we do. There will always be issues at work, just as there are always issues in life. How we handle these issues will vary greatly based on whether or not serving others first—even our most challenging associates—is at the core of who we are and what we do. For job commitment with a purpose, we must teach character, not success, focusing on building character, not characteristics.

What does this look like in reality? While one business culture focuses on character—humility, servant-hood, and kindness—another focuses on the process and convenience of the franchise. One is based on the heart of the business while the other is based on the mechanics of the business.

What can we learn from this? It starts with the leadership and flows up through the team to our guests. We can't expect our team members to follow our lead to live out the spirit of hospitality in our service to others if we don't walk the talk ourselves. We must model it by living it. We must be the first to do what we expect others to do when they're looking to us for direction and leadership. And this starts with the CEO and his leadership team, not just at the local establishment leadership level. If we want our team members to go above and beyond our expectations, we must set them up for success by leading by example and training them to do their jobs in like manner.

The more we expect from our team, the more we must cultivate their skills and focus their career objectives. Then we must empower them to do so by giving them room to make wise decisions based on what we've shown them. If we provide room for our team members to grow as entrepreneurs, they will take our company to the next level with very little direction from corporate. This can only become a reality if we allow room for trust, trials, and time. I have seen this concept accomplished multiple times over many brands I've had the honor of serving.