



8 Lessons from **UNREASONABLE** **HOSPITALITY**

How to Take Ordinary Transactions and Make Extraordinary Experiences

**ADAPTED FROM UNREASONABLE HOSPITALITY and
OTHER INTERVIEWS GIVEN BY WILL GUIDARA**

LESSON #1: GATHER YOUR TEAM

Pre-shift meeting - Thirty minutes before your day, gather your team. This is the most important part of your day. Where your team ceases to be a collection of individuals and it starts to be a team.

Pre - Shift Meeting

Highlights

- It's where we inspire.
- It's where we teach.
- It's where we invest in one another.
- It's where we affirm and celebrate .

LESSON #2: SET THE TONE

How you view and communicate with your guests before they come is important. Not only does it provide your guest with what they need to know before attending but can also help you focus your team's attitudes and personal performance when it is go-time. **Once a guest has told you they are coming, send a 'thank you' message for choosing to support your business along with a confirmation email. This extra sign of appreciation will not be lost on guests.**

LESSON #3: PROVIDE A SEAMLESS EXPERIENCE

First impressions stick - Make sure that you greet guests warmly so that they feel comfortable from the moment they arrive. Little details and efforts can make a huge difference. **Be present enough to recognize what would specifically matter to the guest.** Reduce waiting times - how can you move the guest through the experience with minimal waiting for the guest? If they guest has to wait - engage them, this helps give the appearance of a "seamless experience".

LESSON #4: BE PRESENT

Being present means caring so much about the thing you're doing or the person you're with that you stop caring about all the other things you need to do. So often we have such long to-do lists that we aren't able to slow down enough to actually listen to the people around us, to the things they're saying and all the things they're not saying.

LESSON #5: GREAT MAGICAL MOMENTS

The importance of creating unforgettable experiences for customers by paying attention to the smallest details. This could involve personalizing a customer's experience based on what you know about them or going out of your way to fulfill a unique request.

LESSON #6: THE POWER OF YES

Give the power of saying "yes" to customer requests, even when they seem unreasonable, to the team. This doesn't mean overcommitting or compromising your standards, but rather adopting a mindset of being open to possibilities.

LESSON #7: AUDIT YOUR PROCESS

There is nothing worst than being a guest and feeling like you are talking to the one person who can do nothing for you. If you have rules in place, audit them, are they keeping you from creating a great experience.

LESSON #8: EMPOWER YOUR TEAM

If your team isn't feeling empowered it is impossible for the guest to feel seen or valued. Empower your team to make decisions that allow the guest to extraordinary experience.

Leaders

TAKE ACTION

- 1 Identify opportunities in your business to surprise and delight customers.
- 2 Encourage your team to take initiative in solving customer problem.
- 3 Implement rigorous training and quality control measures to ensure that every customer interaction meets your high standards.
- 4 Train your team to be observant and proactive



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Most people think of hospitality as something they do.
BUT service is an **act of service**— how your actions make people feel.

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If we want our frontline teams to obsess about how they made their customers feel, we have to obsess about how we make our teams feel. **The two cannot be separated: great service cannot exist without great leadership.**

