

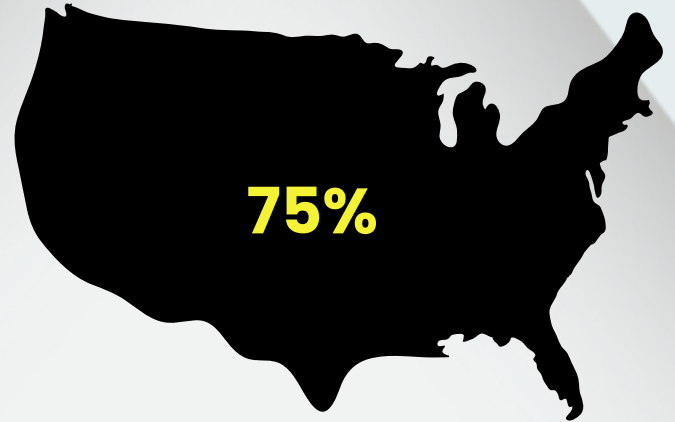
# UNREASONABLE HOSPITALITY

The Remarkable power of giving  
people more than they expect

adapted from *Unreasonable  
Hospitality* by Will Guidara

# UNREASONABLE HOSPITALITY

Defined - going above and beyond in the pursuit of *how* you make people feel



For most of America's history we were a manufacturing economy now we are a service economy with GDP at 75% (service). Globally, GDP is at 65%. This means, in order to have a competitive advantage organizations need to be in the business of *serving* other people.

What does it look like to give people *more than* what's expected?

Don't take yourself so seriously,  
take what you  
do seriously!

Give people a genuine sense of belonging. It's not one size fits all ... it's one size fits one

"In hospitality it's all about a person's felt experience. Do they feel seen? Known? We do this by seeing people for their uniqueness not as a commodity."

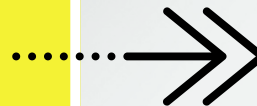
-Will Guidara

# WAYS TO MOVE FROM ORDINARY TRANSACTIONS TO EXTRAORDINARY EXPERIENCES

01

## Be Present

Caring so deeply about the end user that you forget about everything else by prioritizing the guest experience. You're razor focused on the person in front of you.

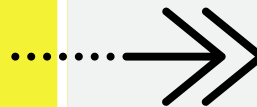


It's easy to get so consumed with "doing" that you become blind to the people & environment around you. You don't see what people are, and are not, saying.

02

## Your Staff

Caring well for your customers begins by caring well for your employees.

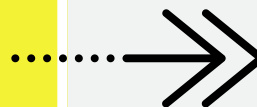


By providing unreasonable hospitality to your staff, you're giving them a model for how you want your customers to feel. Making your customers happy is a critical part of the job, but that first happens by showing your staff how important their role is.

03

## Personalize every experience

When you personalize every experience you bring unreasonable hospitality to life.

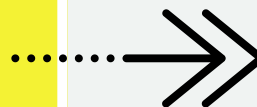


Forget the product! How does the person feel after you've interacted with them? By serving the specific needs of the person in front of you, you give them the feeling that they matter. They're heard & seen, not just a number.

04

## Develop a toolkit for unreasonable hospitality

By developing a toolkit you create an opportunity for your organization to scale unreasonable hospitality.

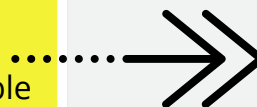


A toolkit is something developed to equip servant leaders to go above and beyond in unexpected ways. This allows for creativity & individualized experiences while preparing for recurring situations.

05

## Break the rules

Do not fear disrupting the status quo if it means you are able to provide unreasonable hospitality & connect better with your end user.



You must give a serious effort to achieve excellence in order to "break the rules" The heart posture is not rebellion but genuine connection. In other words, people who really are obsessed with unreasonable hospitality can read the moment and have a deep desire to create a meaningful connection.

subtle art of identifying  
your **raw ingredients** to  
facilitate deep connections



# HOSPITALITY IS FOR EVERYONE

We're not in the  
business of  
giving people  
anything, but in  
the business of  
creating  
unforgettable  
experiences

What would your  
organization  
look & feel like if  
everyone was  
obsessed with  
creating  
customized  
experiences for  
each individual?

The business of  
serving others &  
facilitating  
genuine  
connection  
requires leaders  
to care "a little bit  
more" and try "a  
little bit harder"

Unreasonable  
hospitality has  
the power to do  
more than just  
satisfy  
employees or  
customers.  
Unreasonable  
hospitality  
changes lives.

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